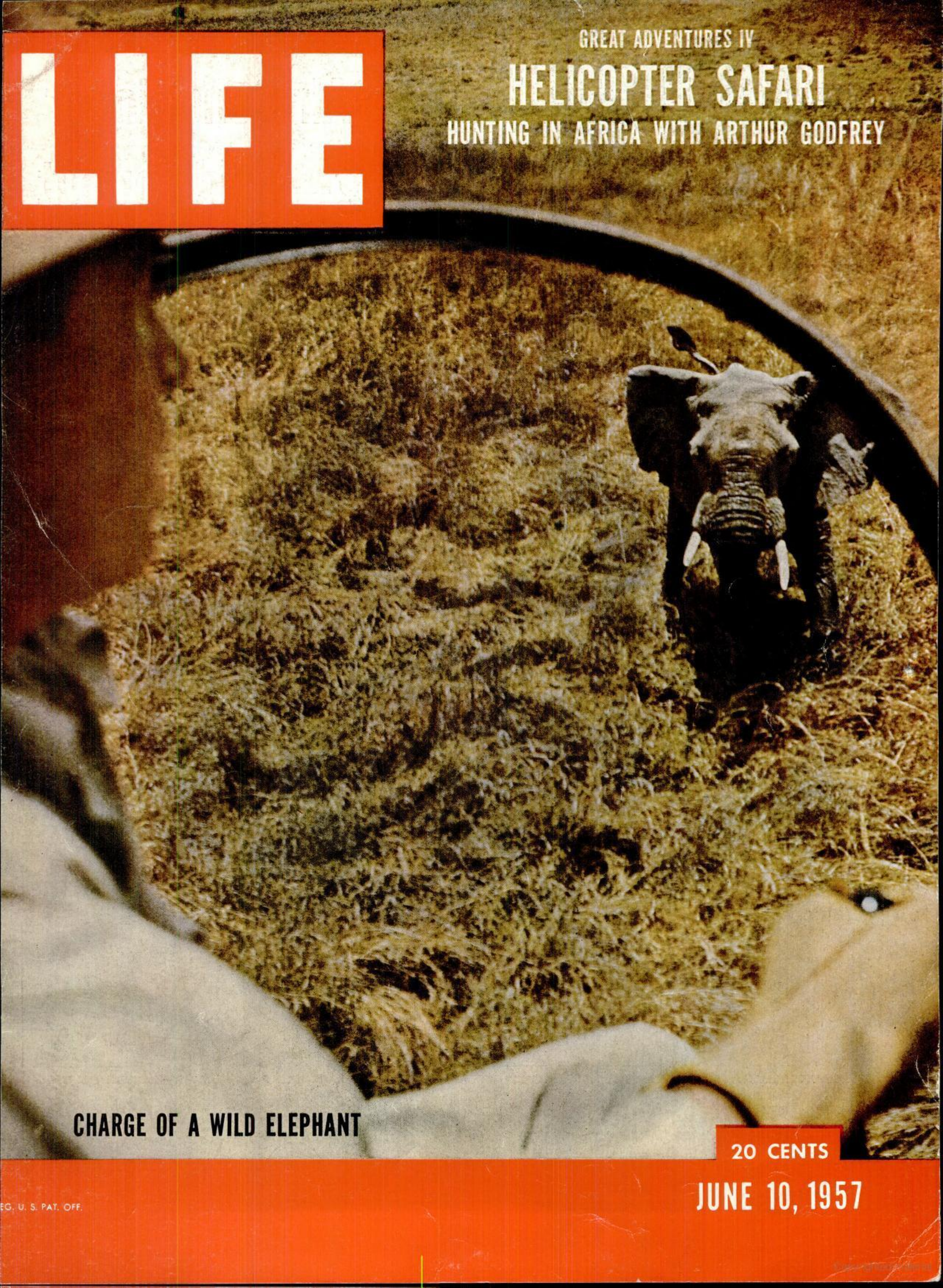


LIFE

GREAT ADVENTURES IV

HELICOPTER SAFARI

HUNTING IN AFRICA WITH ARTHUR GODFREY



CHARGE OF A WILD ELEPHANT

20 CENTS

JUNE 10, 1957

General Electric Thinline Air Conditioner has no unsightly overhang—inside or out



No matter what kind of windows, wiring, color scheme or budget you have, you can have the cool comfort of a modern General Electric Thinline.

Here's why the ideal air conditioner for your home is the General Electric Thinline:

It fits anywhere. So compact (only 16½ inches thin) that it fits almost any kind of window. Flush with inside wall, no unsightly overhang outside, takes up ⅓ less space than previous, old-style models.

It fits any wiring. Some Thinlines work on so little current that there's one to fit the electrical service you already have.

It fits any color scheme. Six cheerful spray-on colors blend your Custom Thinline models with any décor.

It fits any budget. Both the Custom Thinline (shown at bottom) and the even lower-priced De luxe model (left) are temptingly priced. So now there's really no reason to do without cool comfort. They come in ½, ¾, 1 and 1½-horsepower models, range from 5500 BTU's* to 13,350 BTU's.* Accessories include a *permanent* electronic filter (at extra cost).

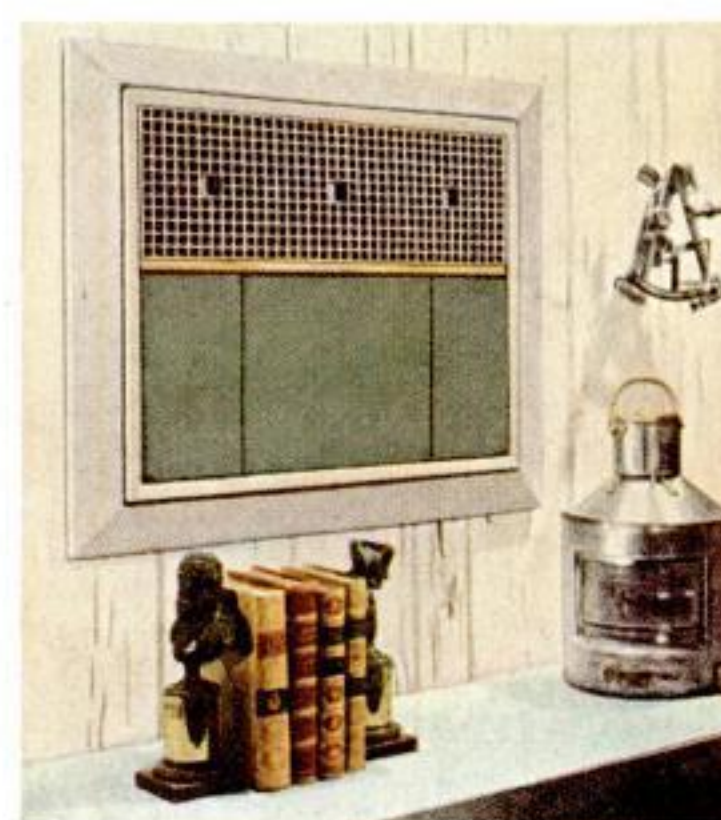
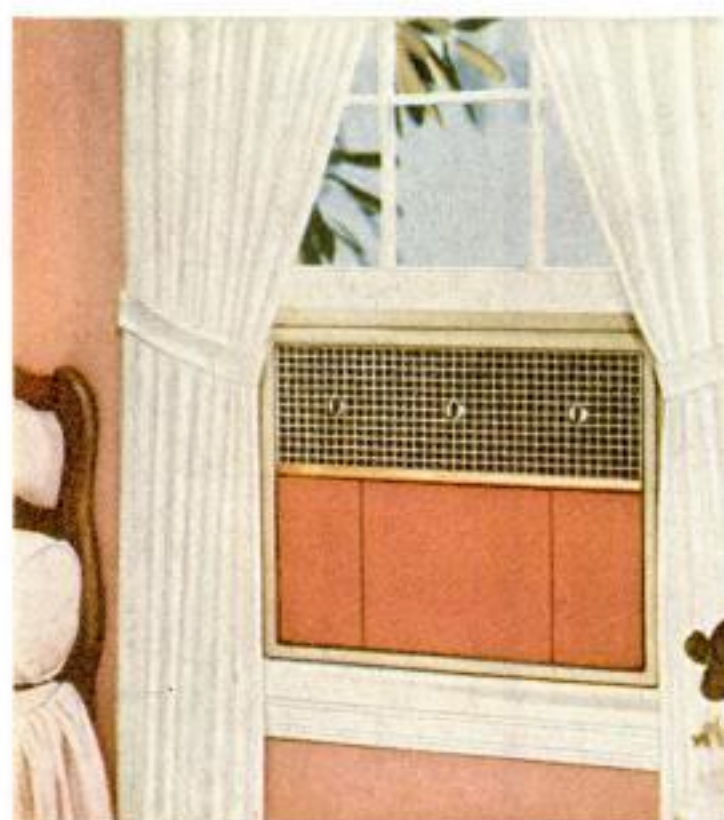
See your General Electric dealer now. General Electric Company, Room Air Conditioner Dept., Louisville 1, Ky.

New 115-volt, 1-HP Thinline packs a 9,000 BTU* cooling capacity. Another Thinline works on 7.5 amperes, has a rating of 6600 BTU's.* Both are De luxe models, at hard-to-resist prices.

*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).



Only | 16½ | inches thin—takes up ⅓ less space, fits almost anywhere



FITS IN UPPER HALF . . . OR LOWER HALF . . . CAN GO ALL INSIDE OR ALL OUTSIDE . . . IN CASEMENTS . . . OR RIGHT THROUGH THE WALL

There are two General Electric Thinline styles—Custom and De luxe. Custom models, shown in four typical installations above, give you a choice of colors.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



No dry, unruly "floor-mop hair" with Vitalis



New greaseless way to keep your hair neat all day...and prevent dryness

Don't let dried-out, hard-to-manage hair floor you. You can prevent it easily with new Vitalis. More than four million men make Vitalis a morning ritual, as important as shaving.

Vitalis makes hair easy to manage, keeps it looking neat. You never have a greasy, oil-slick look because clear, clean Vitalis contains V-7, the greaseless grooming discovery. Along with V-7, Vitalis combines refreshing alcohol and other ingredients to provide a formula which gives real protection against dry hair and scalp. Sure cure for men with mops.

Try new Vitalis with V-7 soon. (Tomorrow morning, for instance.)

SEE THE DIFFERENCE



New VITALIS® Hair Tonic with V-7®

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

This One



GTD7-JXG-AP22

Nuclear worries

The nation begins to worry in earnest about its nuclear tests as scientists explain their fallout warnings to a congressional committee.



RADIATION MASK

An airborne safari

Jungle sights few men have seen are shown in color photographs made on the Godfrey-LeMay safari in Africa—the fourth of LIFE's "Great Adventures."



CHARGING ELEPHANT

Mob victory in Haiti

Exclusive pictures show the wild day of rioting that ended a political deadlock in Haiti and put the mob's leader into the presidency.



HAPPY REBEL

Film Talent triumph

In a new and currently successful Hollywood, actors, writers and tax experts pool their abilities to pull the film industry out of the doldrums.



OLDTIME BOSS TODAY

New man on Ike's team

A little-known schoolteacher, law professor, politician and corporation expert becomes the U.S.'s new Secretary of the Treasury.



ROBERT ANDERSON

Drugs on the market

Medicines today taste better, look better and work faster because drug companies are willing to gamble millions making them easier to take.



MEDICINE-DRINKER

24

COVER

In French Equatorial Africa a six-ton elephant turns to face a strange enemy—the hovering helicopter from which this picture was taken (see pp. 80-93)

THE WEEK'S EVENTS

A searching inquiry into nuclear perils	24
Spring plus youth produces a case with complications on campuses	30
Outburst on Formosa disturbs a friendship	32
A Look at the World's Week	34
The mob and its man take over in Haiti	41
Courtroom show of gang power: scared witnesses clam up and Dio escapes trial in acid-throwing case	49
A hero gets a red hat: Poland's Cardinal Wyszynski receives the symbols of his office from the Pope	53
Le flic, la fille, le fall: student version of Paris in the spring	55
Mound-made auditorium is built from the roof down	58

EDITORIAL

The ethics of taking the Fifth	36
--------------------------------	----

PICTORIAL ESSAY

Helicopter safari in Africa: LeMay and Godfrey go into the remote bush hunting for big game. Fourth in a LIFE series: "Great Adventures." Photographed by Howard Sochurek	80
---	----

ARTICLES

A long-playing medicine: years of research create new drug that dissolves in the body bit by bit to fight disease around the clock. By Robert Wallace	97
Amid ruins of an empire a New Hollywood arises: a glamorous era ended in disaster, but men of Talent, aided by agents and tax experts, have taken over the movies and are making them pay. By Eric Hodgins	146

BOOKS

Misty goes back home: island reclaims literary pony	63
---	----

FASHION

Snappy skort, new for sport: a combination skirt and short scores a cross-country success	71
---	----

TELEVISION

Earp's other life: when not the marshal, he joins the girls	115
---	-----

THEATER

A pastor's fine play: German's Bible drama plays in many nations	121
--	-----

CLOSE-UP

Nun, president and poet: Sister Madeleva of St. Mary's College, South Bend, Indiana	129
---	-----

BUSINESS

A quiet man with a big new job: Robert Anderson, Secretary of the U.S. Treasury	137
---	-----

SPORTS

Fast work in the pit helps Hanks win close race in Indianapolis	143
---	-----

PARTY

The top society party in Canada	169
---------------------------------	-----

OTHER DEPARTMENTS

Letters to the Editors	13
Speaking of Pictures: royal salute in beer bottles	16
Miscellany: last by a hare	172

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72—JOERN GERDTS—JOE CLARK
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76—CHRISTA
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98—KETULAH BLAKELY
102—JAMES BURKE
105—THE BETTMANN ARCHIVE
106, 110—JAMES BURKE
115—ALLAN GRANT—CBS-TV
116—ALLAN GRANT
118—FRANCIS MILLER
121—J. I. BOCAR—THOMAS MCAVOY
123—THOMAS MCAVOY—J. I. BOCAR
124—J. I. BOCAR
129—THROUGH 137—GREY VILLET
137—JAMES BURKE
138—T. LT. BOB BAIN FOR STAR TELEGRAM—COURTESY WAGGONER ESTATE, VERNON, TEXAS—COURTESY WAGGONER ESTATE, VERNON, TEXAS, U.P.
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143, 144—GREY VILLET
146, 147—ILLUSTRATIONS BY AL HIRSCHFELD
148, 149—ALLAN GRANT
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155—UNITED ARTISTS
156—SANFORD H. ROTH FROM R.G.
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163—UNITED ARTISTS
164—ALLAN GRANT
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VOLUME 42
NUMBER 23

Announcing New York Life's pace-setting FAMILY INSURANCE PLAN



**Covers you, your wife,
your children—all in just one policy
with a low monthly premium**

Modern as the minute, this new insurance offers "family plan" convenience and economy. Taken out on your own life, the same single policy insures your wife and children as well—even covers children born later. If your family qualifies, here's the protection *each unit* of New York Life's Family Insurance provides:

FOR YOU—\$5000 of permanent insurance which builds generous cash and retirement values.

FOR YOUR WIFE—\$1250 of term insurance if she's your age—more if she's younger, less if older. Her insurance expires at your age 65* and can then be converted to permanent insurance. If your wife dies before you, her insurance becomes payable and, in addition, you receive \$1250 of term coverage until you reach age 65.

FOR YOUR CHILDREN—\$1000 of term insurance on each insured child which expires at his age 22 or

at your age 65—whichever is earlier. At its expiration the term insurance on each child can be converted to as much as \$5000 of permanent insurance.

OTHER SPECIAL FEATURES: Newly arrived babies from the age of 15 days to 6 months are covered for \$500—and, after 6 months, for \$1000—at no increase in premium. Automatic waiver of premium on you and double indemnity on both you and your wife are also included. What's more, if you die, the term insurance on your wife and children becomes *fully paid up!*

So why not make both present and future more secure for your entire family this easy, economical way? Ask your New York Life agent how you can insure yourself, your wife and your children all under this one new low premium plan—Family Insurance. Or write to New York Life's Home Office at the address listed here.

HERE'S THE LOW MONTHLY PREMIUM FOR EACH UNIT OF FAMILY INSURANCE		
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35	14.08	13.56

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*All expiration dates occur on policy anniversary nearest age shown.

†Check-O-Matic® is New York Life's special monthly premium payment plan.

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Insurance  Company

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THE NEW YORK LIFE AGENT IN YOUR COMMUNITY IS A GOOD MAN TO KNOW

NO MORE MORNING BACKACHE



Take it from us... Sealy Posturepedic® is a must

We haven't felt so wonderful since we were kids! No trick! Our secret's the wonderful rest and sleep we get on our Sealy Posturepedic. Take it from us! If you want to wake up feeling like a millionaire—just sleep like one—on a Sealy Posturepedic! Mattress and matching foundation, still only \$79.50 each.

Sealy **POSTUREPEDIC**®
for relief from morning backache

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due to sleeping on a too-soft mattress



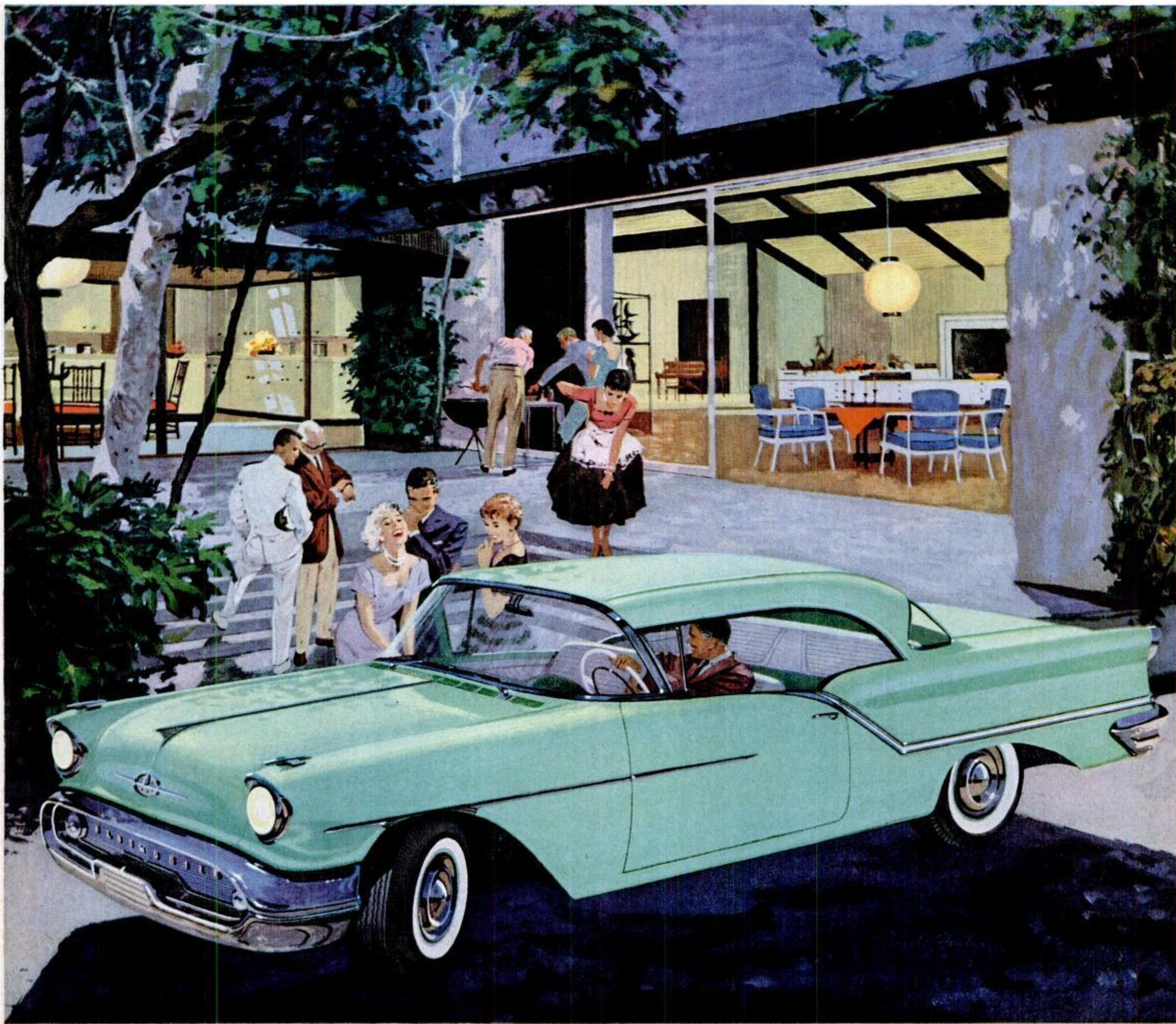
SEALY FREE REST TEST *try it for a month*

Take advantage of Sealy's free Try It For A Month Plan! Sleep on the Sealy Posturepedic for a full 30 nights! Enjoy the most comfortable night's sleep you've ever had and get relief from morning backache—or your money back!

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USED BY DOCTORS
RECOMMENDED BY DOCTORS

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For the fun of it . . .

STEP OUT IN AN OLDS!

You're certain to be the center of attraction . . . when you step out in an Olds. For owning an Olds sets you apart as someone special. And naturally so.

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Remember, your Authorized Oldsmobile Quality Dealer extends a standing invitation for you to step out in an Olds, any time. Come on along . . . for the fun of it!

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*Optional at extra cost.

GOLDEN
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beyond the few extra pennies per glass you pay
for this finest of all bourbon whiskies.*



Old Grand-Dad

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KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KY., DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CO.



*"I'll take the Sportsman type...
any time!"*



Man's idea: rugged after shave lotion, with just enough sting to make you shiver
...a little. 150 proof, made to use every day ... or as often as you shave. \$1. plus tax.

Sportsman...a great line for a man.



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WISE WOMEN KNOW...

cigars say "Happy Father's Day" over and over

All year long, home's a brighter, cheerier place because of Dad. He enjoys life—and likes to see his family enjoy it, too.

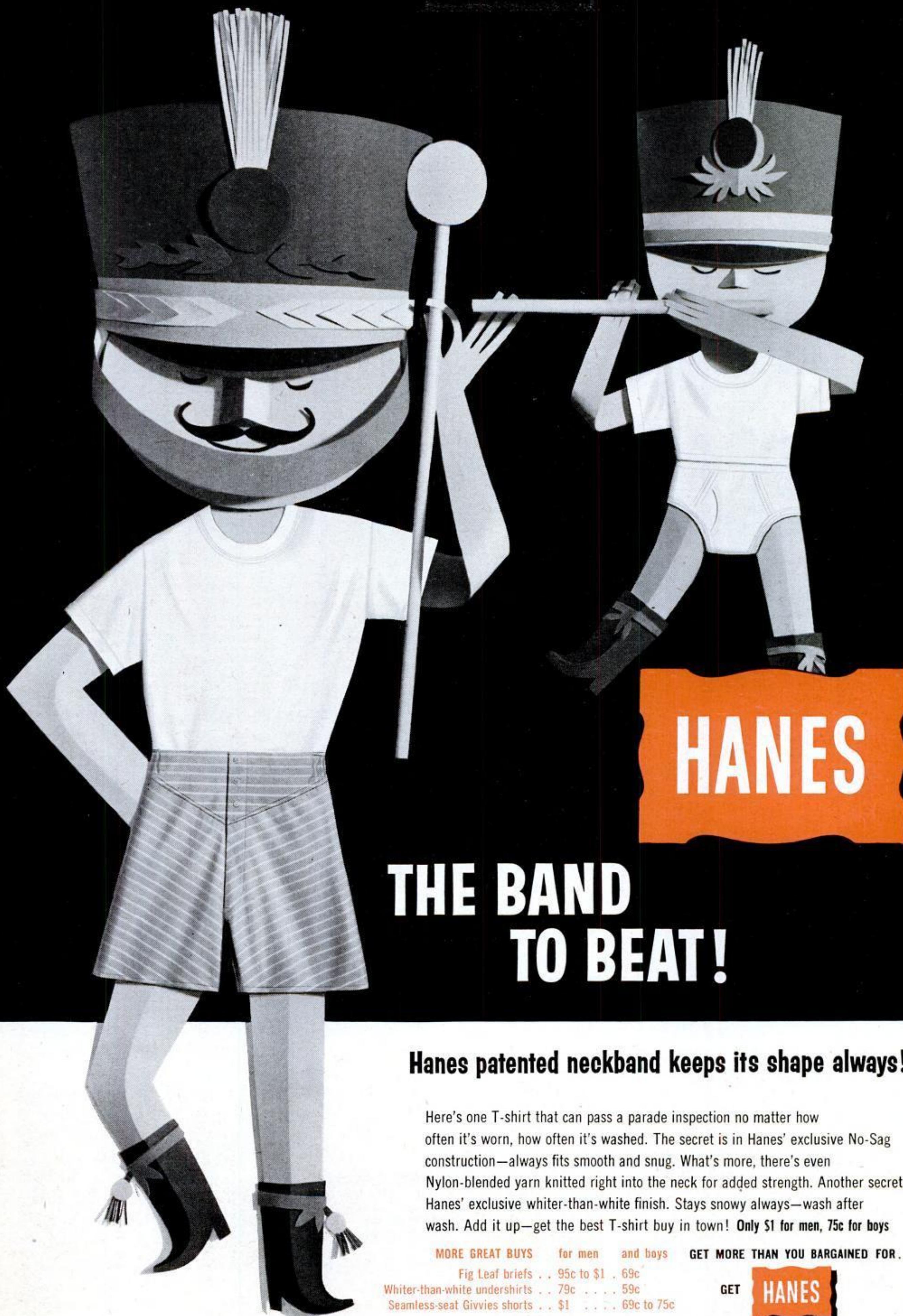
He's the kind of man who can really relax with a cigar. It goes with his way of living, because a cigar has so much enjoyment to give.

So you just know Dad will appreciate a box or two of good cigars for Father's Day—June 16. Your nearest cigar dealer will help you choose from his wide assortment. He has them handsomely gift-wrapped... at no extra charge. Remember...

A man who enjoys cigars enjoys life

GIVE CIGARS!





THE BAND TO BEAT!

Hanes patented neckband keeps its shape always!

Here's one T-shirt that can pass a parade inspection no matter how often it's worn, how often it's washed. The secret is in Hanes' exclusive No-Sag construction—always fits smooth and snug. What's more, there's even Nylon-blended yarn knitted right into the neck for added strength. Another secret: Hanes' exclusive whiter-than-white finish. Stays snowy always—wash after wash. Add it up—get the best T-shirt buy in town! **Only \$1 for men, 75c for boys**

MORE GREAT BUYS for men and boys
 Fig Leaf briefs . . . 95c to \$1 . . . 69c
 Whiter-than-white undershirts . . . 79c . . . 59c
 Seamless-seat Givvies shorts . . . \$1 . . . 69c to 75c

GET MORE THAN YOU BARGAINED FOR...

GET

HANES

P. H. Hanes Knitting Co., Winston-Salem 1, N. C. Canadian manufacturer and distributor, C. Turnbull Limited, Galt, Ontario

Let Formfit define fashion for your figure...

Whether the fashion neckline is plunging . . . completely covered . . . or beautifully bared in back, Formfit creates the flattering fashion definition. For each occasion . . . Playtime, Gaytime or Daytime . . . you'll find a just-right Formfit Bra creation. But see for yourself how Formfit defines fashion for your figure in terms of beauty and comfort . . . be fitted at your nicest store.

Formfit



Front-closing "Confidential" Bra No. 391. Embroidered White cotton . . . contoured with a wafer-thin layer of foam rubber in each cup. Batiste elastic back keeps bra up and in place. Sizes 32A to 38C. \$4.00

Wear a Longline Bra like "Romance" No. 375 to smooth your midriff and beautify your bustline. White cotton broadcloth with wired underbust and soft "cuddle-stay" shaping in each cup. Sizes 32B to 40C. \$6.95. Sizes 32D to 42D. \$7.50



Life
by
Formfit

Choose a Strapless Bra that stays in place . . . always lifts you beautifully, thanks to the soft little "cuddle-stay" in each cup. As the elastic back band stretches, the "cuddle-stay" curves up from the bottom to the top of the cup—lifting and flattering every inch of the way. This one is "Romance" No. 379 in fresh White cotton. Sizes 32A to 38B. \$4.00. 32C to 42D. \$5.00

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO



Only the RCA WHIRLPOOL has **Built-in Lint Filter** plus 2-speed washing, plus money-saving Suds-Miser®!

Clothes are cleaner and lint-free. No "snowy specks" on dark socks, corduroys and sweaters. This new RCA WHIRLPOOL has a *built-in* lint filter that works full-time at any water level. No gadgets to get in the way when you load and unload clothes.

"Built-in" savings, too! A slower separate agitator speed—and 3 water heats—to save

the life of delicate clothes. Suds-Miser—and a water level control for any size load—saves soap and water, too.

See this RCA WHIRLPOOL and *all* its advances at your RCA WHIRLPOOL dealer's.

All white porcelain finish or Matchmaker pink, yellow, green. Matching gas or electric dryer.



Whirlpool
HOME APPLIANCES

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks RCA and RCA authorized by trademark owner, Radio Corporation of America.)

Lint is trapped here—grit and soap scum, too. Rinse, replace.



Normal speed for regular wash—65 agitator strokes a minute get dirtiest denims clean.




Gentle speed eases dirt from finer things (42 slower, swishing strokes); slower spin.



Exclusive Suds-Miser lets you reuse hot, filtered suds safely.





VALCREAM
*isn't seen
or felt!*

NEW—This hair cream for men keeps hair neat 'n' natural

VALCREAM grooms without showing

Changes form on application . . . greaseless . . . enriches hair's natural oils. New Valcream keeps your hair at its very best all day, and yet isn't seen or felt! This new grooming discovery changes form on application, never leaves a white film. Valcream actually enriches hair's natural oils. It's not greasy, or oily, or drying—contains no alcohol. Get new Valcream!

For "NO-SHOW" grooming . . .



39¢ AND 59¢ PLUS TAX

LETTERS TO THE EDITORS

A LONG STRIKE'S HUMAN DAMAGE

Sirs:

When will dictators such as Kohler learn that the masses also have a few rights ("A Long Strike's Human Damage," LIFE, May 20)? As a member of U.S.A.-C.I.O. Local 1114 in Milwaukee I can assure my fellow unionists I will abide by the union's decision to boycott all Kohler fixtures.

I just feel sorry that the boys have run out of paint. They should run every scab out of town on a rail, with Kohler at the head of them.

ELROY T. KUHTA

West Allis, Wis.

Sirs:

When I read "Reuther and ... Mazey ... are ... honorable men, good citizens of the republic" I nearly gagged.

From now on I'm buying Kohler bathtubs, Kohler toilets, Kohler lavatories and if Kohler ever makes peanut butter I'll buy that too.

BEN E. PINGENOT

Eagle Pass, Texas

Sirs:

Don't you think it's high time for Congress to enact legislation making the labor monopoly amenable to the antitrust laws, penalizing the labor unions for unlawful violence and guaranteeing to free men the fundamental right to work?

JAMES M. BLAKE

Springfield, Mass.

Sirs:

What a pity LIFE's message will be wasted on our flag-waving, right-to-work patriots.

JOHN R. GALLAGHER

Oreland, Pa.

Sirs:

"A Long Strike's Human Damage" is a searching analysis as well as fair and fearless reporting.

The Kohler strike is full of emotion and any reference to it usually causes intense reaction.

One rarely sees such objectivity in discussing pros and cons on both sides of the fence. I especially appreciated your awareness of human beings and their right to have certain chosen values.

MILTON L. BLUM
Professor of Psychology

The City College of New York
New York, N.Y.

Sirs:

Thank you for pinpointing one of America's most crucial areas of internal adjustment: that of "big labor" and "big business." The report on the Kohler strike is worthy of any American's study.

HUGH M. ROBINSON

Cincinnati, Ohio

Sirs:

You were able to back off and take that rare, rare objective view, and yet write it with warmth. And great

literacy too. This could be a textbook example of magazine news reporting.

JOHN REESE

San Marino, Calif.

KING COTTON—THE ROYAL NONESUCH

Sirs:

"King Cotton—the Royal Nonesuch" (LIFE, May 20) was timely and to the point. Not only the segments of the cotton industry should do all the squawking, but all people should take part by putting the heat on such congressmen whose pressure for the farm vote is greater than the pressure to solve our farm problems.

A. H. ORLOWSKY

Longview, Texas

Sirs:

It is absurd to compare the growing of cotton by about 850,000 farms, each producing it on a competitive basis, with a corporation like General Motors which can control costs and prices for its products.

M. C. ROCHESTER

Clemson, S.C.

Sirs:

I am a farmer with 400 acres and 100 head of cattle. I have been in the farming business for many years and can say that I have never read an editorial that expresses more truth than this does.

ERNEST W. RUEHS

Caledonia, Mich.

STRAIGHT-UP FLIGHT

Sirs:

Your coverage of this first flight of the Ryan X-13 Vertijet is the best I've seen ("The New Vertijet's Straight-up Flight," LIFE, May 20).

RAYMOND RUHE

Ellwood City, Pa.



BELL'S 1954 EXPERIMENT

Sirs:

I was surprised to read that the Ryan X-13 Vertijet was "the world's first jet VTOL." The Bell Aircraft Corporation of Buffalo, N.Y. released news in February 1955 of their jet VTOL, built and tested for the U.S. Air Force.

DICK OGDEN
Seattle, Wash.

● Bell's experimental plane, using rotating jet engines, made its first free flight (above) on Nov. 16, 1954. The Air Force says it does not qualify as a true VTOL because "it did not rise vertically, level off, and land vertically all in one flight."—ED.

A DRILL THAT GOES FASTER

Sirs:

In "A Drill That Goes Faster and Lessens Dental Pain" (LIFE, May 20) the emphasis on one instrument presents a misleading and distorted picture; moreover, it largely overlooks the wide-scale development and use of other new equipment designed to minimize the vibration and discomfort associated with the dental drill.

To give an erroneous impression regarding the availability and superiority of any particular instrument can serve only to mislead the public.

HERBERT B. BAIN

American Dental Association
Chicago, Ill.

● LIFE, in reporting on promising new developments in the drilling of teeth, mentioned not one but several new types of drills.—ED.

Sirs:

I have just been using the Page-Chayes handpiece for about nine months. It is the greatest advance thus far made by dentistry in the operative field. The speed and cutting efficiency, in my hands, has increased at least 75 per cent over conventional methods.

ALVIN P. FRIEND, D.D.S.

Oakland, Md.

THE MARTYRS' WIDOWS RETURN

Sirs:

I've been praising the Lord for the wonderful "The Martyrs' Widows Return to Teach in Jungle" (LIFE, May 20).

Thank you very much and thanks to Cornell Capa for the excellent pictures.

MRS. DONALD CHARLES

Houghton, N.Y.

Sirs:

In the early days of the church, missionaries gained converts—yes, and martyrdom—with a crucifix hanging from their necks, not with pistols and knives hanging from their waists.

FRANCIS FORD

St. Louis, Mo.

BONANZA—OR A BONER

Sirs:

The argument ("Bonanza for a Museum—or a Boner," LIFE, May 20) over who painted the picture in question, Da Vinci, Verrocchio, or others, points up the untenable position of art critics who judge the merits of a work according to who executed it rather than according to its value as a work of art in itself. Let us depend more on our own honest reactions to art. If a work of art is good, it does not matter who produced it, Da Vinci or Joe Yilch from Secaucus.

JOHN J. JONES

Boonton, N.J.

ART AT A GREAT UNIVERSITY

Sirs:

Congratulations for the magnificent photos of UCLA art and presenting to your readers the opportunity to observe a great university's courageous program in the arts ("Art Rides High at a Great University," LIFE, May 20).

American youth is finally experiencing a direct contact with creative and technical skills and the benefits should be rewarding.

JAMES R. MARSH
President

Hunterdon County Art Center
Clinton, N.J.

Sirs:

How repulsive it is to know that this sort of thing goes on in what is supposed to be a good university. And all in the name of "art." Ha!

Where is the lady's modesty that she could pose in the nude? Where is the students' decency and morality? This is not American!

AVA MILLER

No. Hollywood, Calif.

O'MALLEY SCOUTS A NEW HOME

Sirs:

Empty seats at Ebbets Field and O'Malley wants a bigger stadium to overcome Brooklyn's apathy ("O'Malley Scouts a New Home for Dodgers," LIFE, May 20)? My logic concludes just a bigger empty stadium.

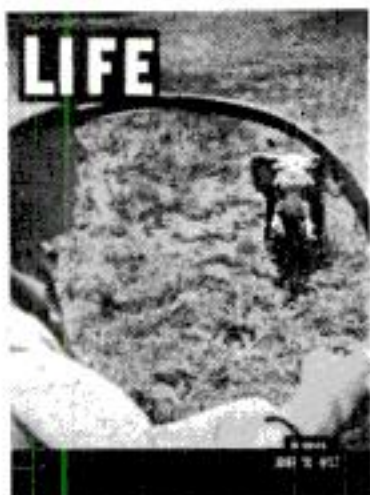
I question the use of Los Angeles monies (sheriff's helicopter, etc.) to serenade such a fiasco when baseball apathy here won't even support existent local teams.

GUST SIAMIS
President

Keep the Dodgers in Brooklyn Committee
Los Angeles Taxpayers Chapter
Los Angeles, Calif.

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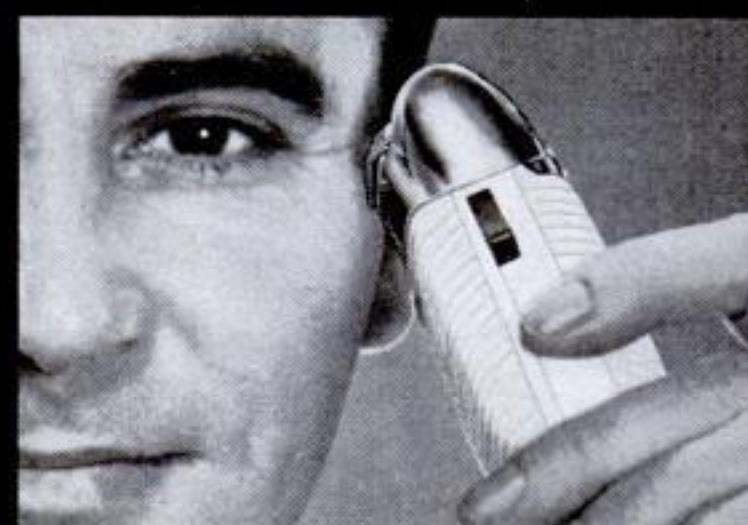
from face...to "collar zone"...to mustache...to sideburns...to neck hairs!

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Congratulations, Mrs. Ives *(there's nothing like a man with MIP)*

The marriage of Miss Ellen Thorne and Mr. Thomas Pendleton Ives was solemnized yesterday at St. George's Church. The bride wore white satin and an enigmatic smile.

Few persons present knew what she knew. Few understood how splendid a catch she'd made. Few were aware that her beaming bridegroom had already started a Monthly Investment Plan.

In case you don't know what this can mean to her future, just listen.

First, it can mean they'll have income from more sources than just his job. For the Monthly Investment Plan is a wonderful way to build *extra* income by investing in common stock listed on the New York Stock Exchange.

You can invest as little as \$40 every three months. You can let your dividends accumulate to buy more stock. And the plan helps you invest *regularly*, on a pay-as-you-go basis.

Second, while lucky young Mrs. Ives and her husband are step by step accumulating stock in some

of America's great companies they are learning how to invest wisely. This is important, because if a man acts blindly on tips or rumors he is more likely to end up with stocks that don't pay dividends, in companies that are going downhill. Thomas Pendleton Ives already knows how important it is to get the facts and good advice. And he wisely uses only money left over after regular family expenses are met and emergencies are provided for.

Third, he knows that buying stock makes him part-owner of a company. As an owner he may not only share in profits through dividends, but if the company grows the value of his investment may also grow. And one of the things that makes him happiest is that his investment income may continue through his lifetime.

Fourth, when he dropped in on a Member Firm of the New York Stock Exchange he was delighted at the keen interest the broker showed in helping him get a good start on his investment program. And as the years go by, his broker will also be glad

to discuss selling as well as buying securities.

Fifth, and finally, he's learned that two out of three shareowners have incomes under \$7500 a year, and he's been reading a fascinating booklet his broker gave him, called "DIVIDENDS OVER THE YEARS," listing more than 300 stocks that have paid dividends *every year* from 25 to 108 years, and showing which stocks are the favorites of people in the Monthly Investment Plan.

Lucky lucky young Mrs. Ives—how smart a choice she made! Has *your* wife got as wise a husband? Don't let any whippersnapper show you up. Drop in on the nearest Member Firm tomorrow. Or clip the coupon now.

Send for new free booklet. Mail to your local Member Firm of the Stock Exchange, or to the New York Stock Exchange, Dept. 7K, P. O. Box 252, New York 5, N. Y.
Please send me, free, "DIVIDENDS OVER THE YEARS" and "\$40 and I'm an owner of common stock."

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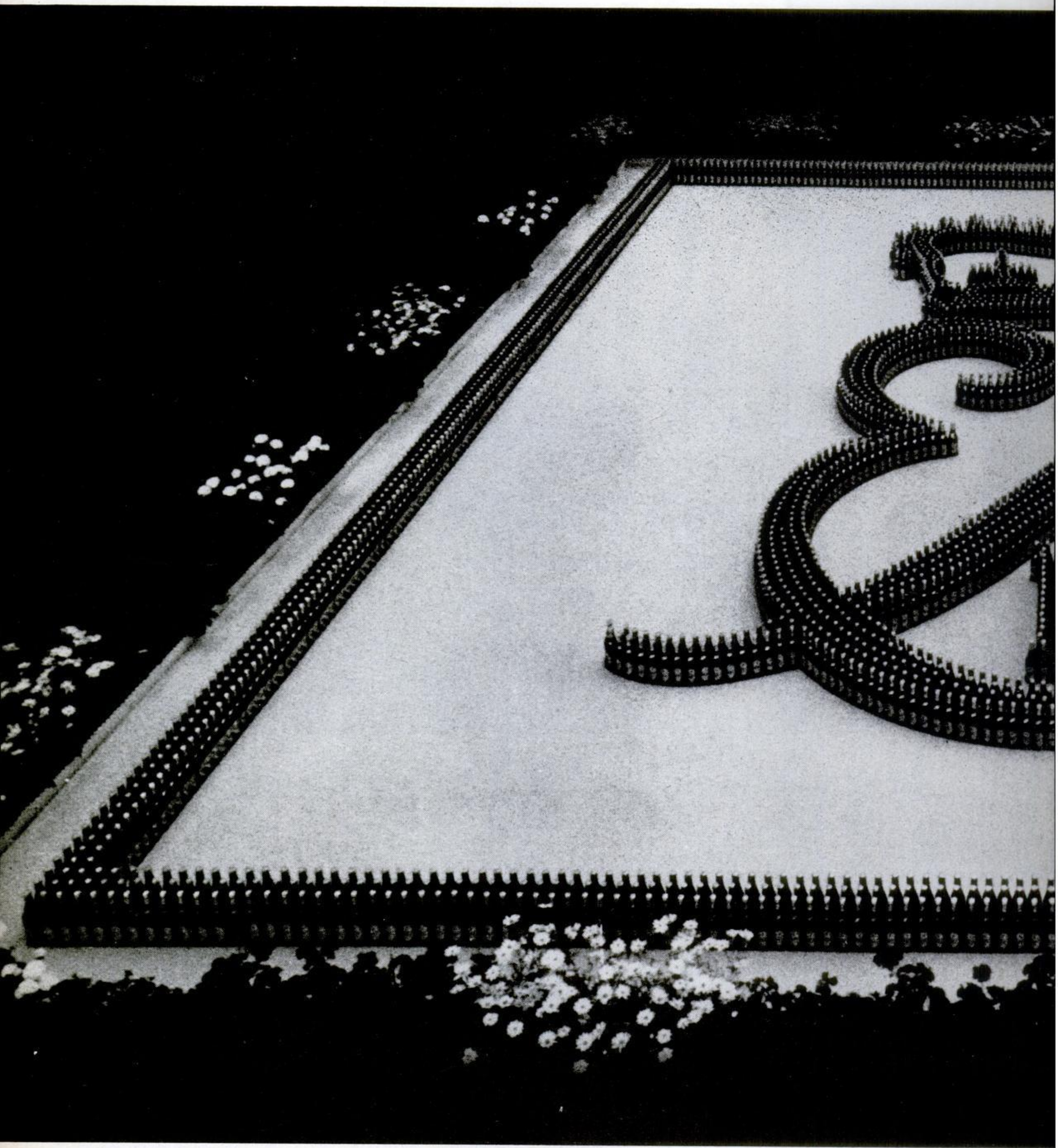
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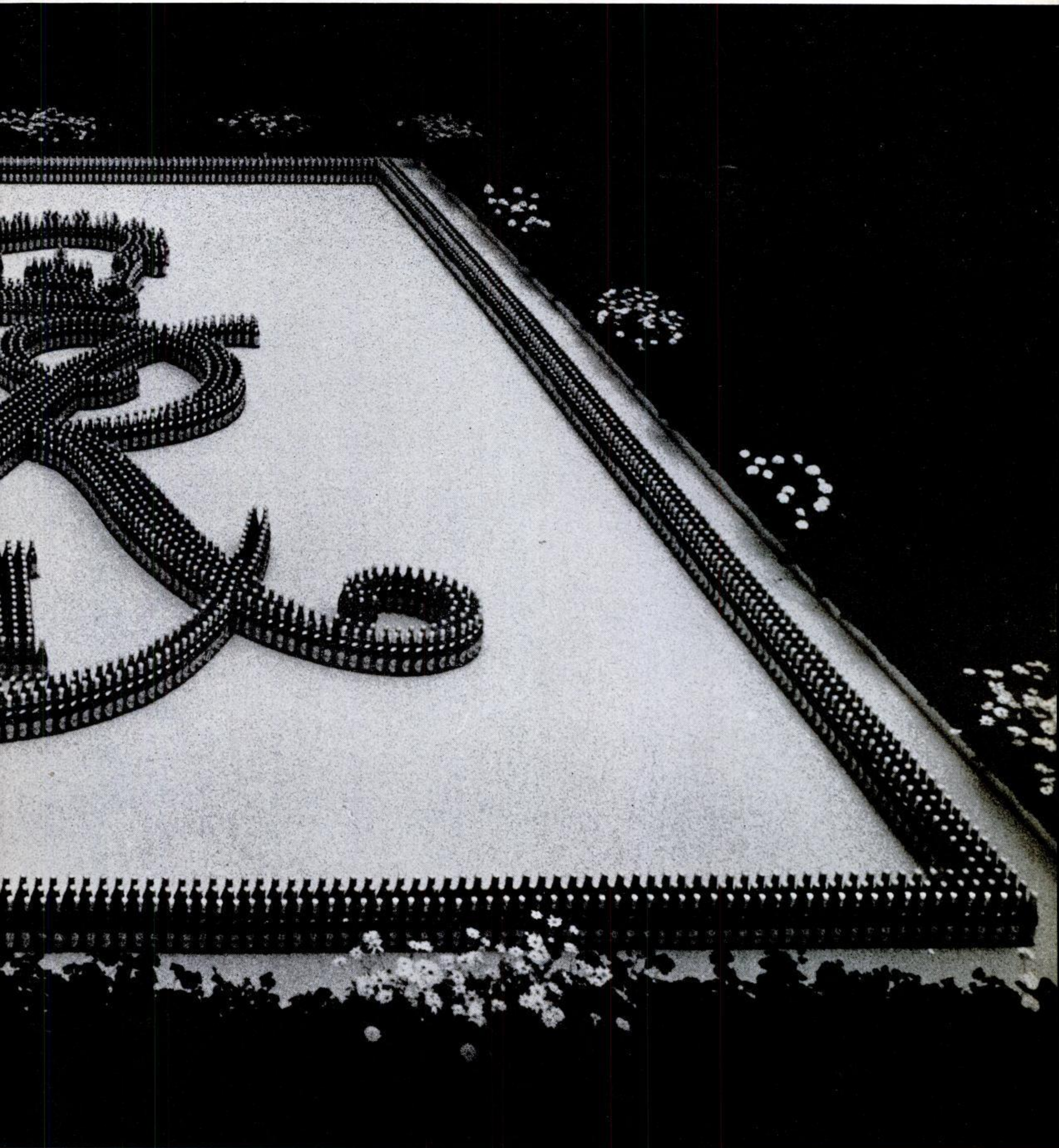
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Salute in Beer Bottles

DANISH DISPLAY WELCOMES QUEEN ELIZABETH



As Queen Elizabeth of England toured Denmark on her state visit, a Copenhagen brewery found a decorative way of expressing its bottled-up sentiments. In a sunlit hall, the brewery arranged 4,600 beer bottles in a 25-foot square to spell out "E R II" in an insignia known as the royal cipher. The unusual display signaled an unusual event.

It was the first Danish tour since 1590 by a ruling British sovereign—one, moreover, whose great-grandmother, Alexandra, was a Dane. But the Danes, who never go overboard for royalty, filled the bottles with water because beer might have spoiled in the sunlight. The brewery did, however, present a properly filled bottle to beer-loving Philip.



Fastest way to let the sunshine in—a telephone call!



Would you like to say "get well quick" to someone out of town? The friendly, personal thing to do is *telephone*.

You'll cheer up the one who is sick, and you'll feel better, too, for having made the call.

Telephoning out of town is easy and it costs so little. Isn't there someone you'd like to call right now?

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Wake up Wonderful!

3,142 sleep tests prove sounder sleep,
fewer awakenings on Beautyrest!

11 years of research with actual sleepers show more deep, unbroken sleep with Beautyrest comfort

THE results are in. In the first full exploration of sleep, science has found a way for all of us to get better rest.

Who took part in these sleep tests? People of all ages, of all walks of life—white collar workers, housewives, even a policeman. Both single-bed sleepers and married couples in double beds had their sleep electronically measured in laboratory sleep rooms.

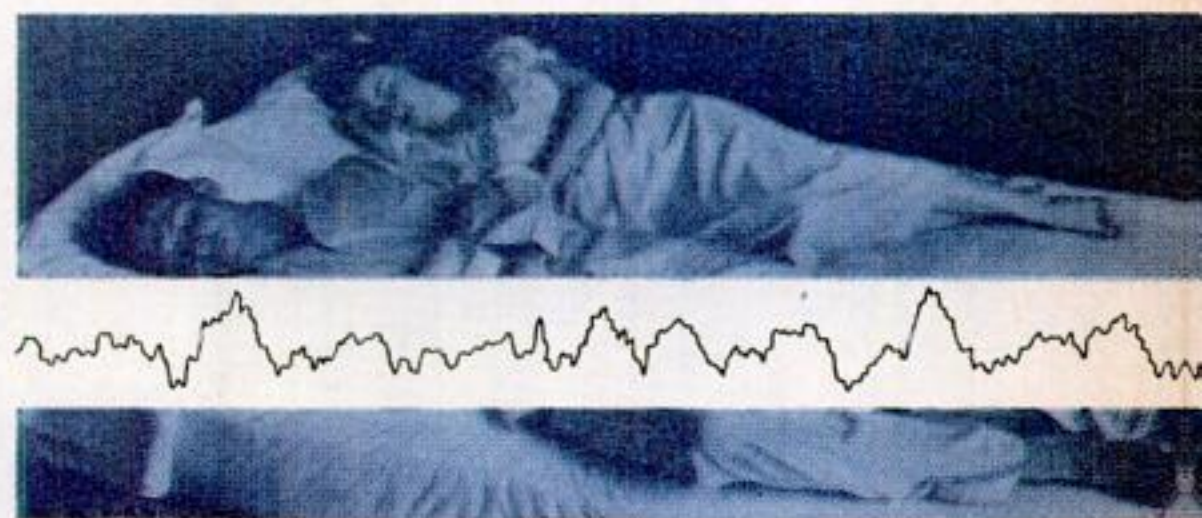
In all, over 60,000,000 sleep recordings were made of brain waves, heart beats, skin tempera-

tures and muscular tension. Every leading type of mattress was compared.

The 11-year findings: When all the tests on all the sleepers on all the beds were added up, it was proven that Beautyrest gave longer periods of sound, deep, unbroken sleep.

And here's why Beautyrest* won. It's made differently—with separate, independent springs that adjust to every part of your tired body. True, body-fit comfort that encourages sounder sleep.

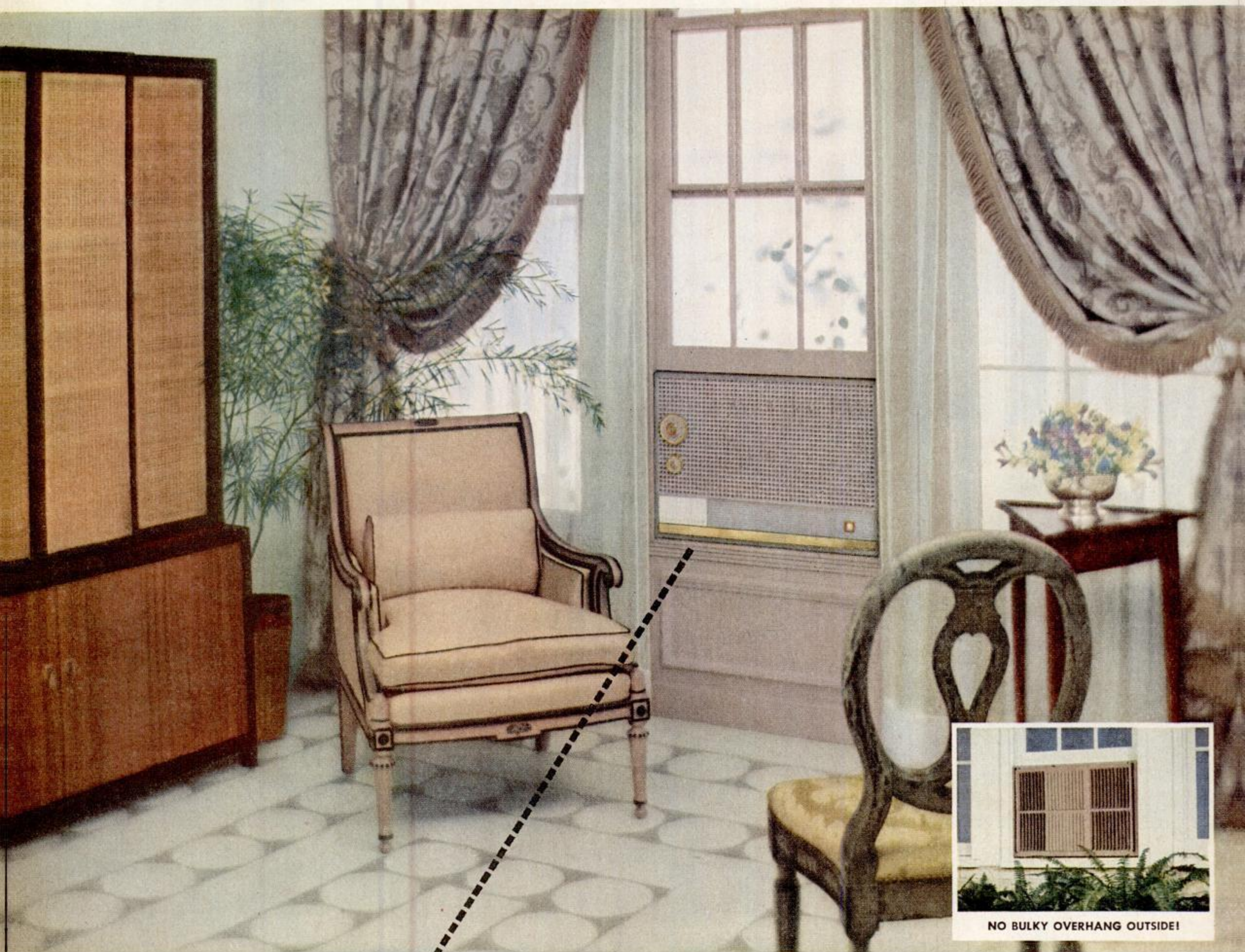
And Beautyrest at \$79.50 is the least expensive too. It will last three times as long as any of the leading mattresses compared in a series of durability tests. Another reason for getting the very best in rest...starting tonight. Beautyrest!



Picture of sound sleep. Recorded brain waves as well as heart beats showed sounder sleep on Beautyrest. This research conducted at United States Testing Co., using methods developed by the Sleep Research Foundation.

Simmons WONDERFUL *Beautyrest*

Now! From WESTINGHOUSE the first air conditioner "fashion-thin" to blend in



Fits in—anywhere: upper or lower sash; casement windows; through the wall; on swing-out mount.



NO BULKY OVERHANG OUTSIDE!

New Streamliner is thinner, lower, smarter... blends with your home inside and out!



Custom model shown as little as \$3.36 a week after small down payment.

Look again! Feast your eyes on the only air conditioner without that awkward mechanical look. The *all-new* Westinghouse Streamliner is styled with clean, crisp lines to blend in and complement any home it cools!

So thin... it has no bulky overhang to intrude on your décor. **So low...** it lets you enjoy more light and view. **So smart...** its streamlined styling will delight you. And talk about *cooling*... the Westinghouse Streamliner gives you more of everything for refreshing cool comfort: 7 comfort zones at your fingertips on a single dial.

Built-in thermostat you set and forget. No-draft grilles you can adjust to any direction. Choice of Custom or Deluxe models. Feature for feature, compare the Streamliner with any other so-called "thin" air conditioner... you'll find it's far and away your smartest buy!

Save on installation and electricity with new 115-volt models! $\frac{3}{4}$ HP $7\frac{1}{2}$ amp. Streamliner runs on *normal house current* in many cases. Big 1 HP 12 amp. unit runs anywhere an ordinary $\frac{3}{4}$ HP model will! See them at your Westinghouse Dealer's now!

YOU CAN BE **SURE**... IF IT'S **Westinghouse**

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invisible **HEARING AID**

*A boon to the deaf who don't like
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Ideal for folks with a moderate hearing loss.

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in hair or clothes

Gone is the nuisance of hiding an aid in the "hair do." Gone is the bulge of a hearing aid worn under your clothes.

Just released! With the newest Beltone Hearing Glasses featuring the invisible aid, your hearing loss becomes your own secret. Nobody—but *nobody*—can even possibly guess you use a hearing aid—yet newest Beltone Hearing Glasses provide such remarkably clear, natural hearing for moderate and conduction losses you'll call them a "Godsend."

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9 ways to keep cool this summer...

An American Revolution in Style!

American ingenuity (and Van Heusen) have come

up with Van Heusen Century Sheer, a deft blending of coolness and neatness. In the dress shirt, there's the famous one-piece soft collar that *won't wrinkle*

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Dad's life
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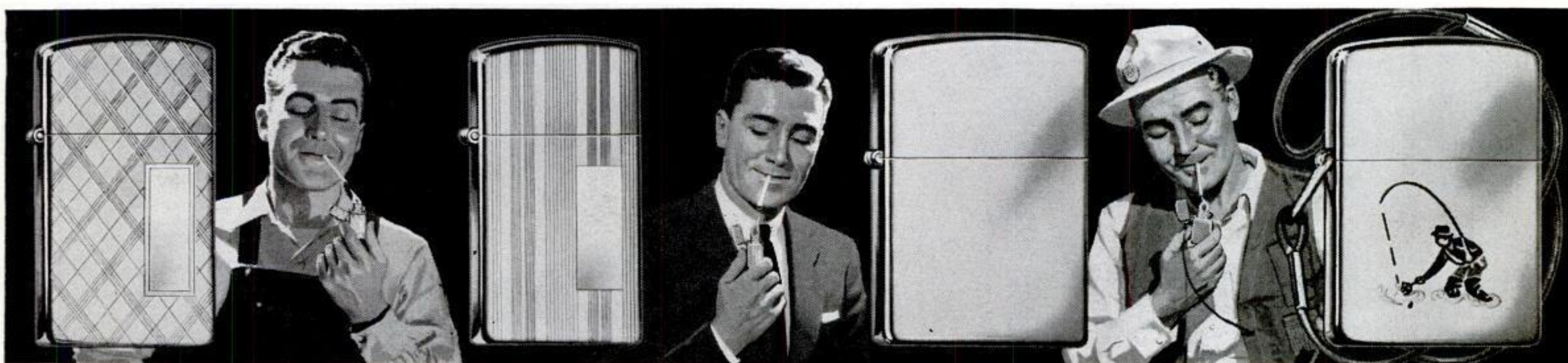
All Dads want this Ribbon design *Slim-Lighter* in rich chrome! \$6.

It's the gift every Dad will use and cherish. And this year you choose from *two* kinds of Zippo—world-famed regular Zippo or all-new Zippo *Slim-Lighter*.

Regular Zippo is treasured by millions for easy action and sure, windproof lights. New *Slim-Lighter* has the same action, but it's slender... lightweight... made for dress-up occasions. (Even if Dad has a Zippo, he'll want a new *Slim-Lighter* too!) Models for every purse. At jewelry, drug, tobacco and department stores.

Be sure you get a genuine Zippo—only lighter with this guarantee: if anything ever goes wrong, we fix it free. The name is on the bottom.

ZIPPO MANUFACTURING COMPANY, Bradford, Pa. In Canada: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ont.



Do-it-yourself Dads go for new *Slim-Lighter* in distinctive Criss-Cross design. Brilliant chrome. \$6.

For business, give Dad this silver-filled *Slim-Lighter* in new Ribbon design. \$11.50 plus fed. tax.

Famous regular Zippo that millions treasure. A lifetime gift! Glowing, two-tone chrome. \$3.50.

Is Dad a fisherman? He can't lose the Loss-Proof Zippo! Elastic cord. \$5. (Choice of sports designs.)



PLASTIC MASKS, WHICH ARE DESIGNED TO PROTECT THEIR WEARERS AGAINST GAS OR RADIOACTIVE PARTICLES IN THE AIR, ARE DISPLAYED ON BRONZE HEADS

A SEARCHING INQUIRY INTO NUCLEAR PERILS

A nightmare that could become a reality was under searching scrutiny: would the after-effects—i.e., the fallout of atomic debris—of the continuous testing of nuclear weapons contaminate the atmosphere and bring illness or death to millions?

The questions were being asked at hearings which were held last week in Washington by a joint congressional subcommittee on radiation. During the 1956 presidential campaign the question of nuclear fallout—particularly



WORRIED SENATORS, hearing testimony from scientists, are John W. Bricker of Ohio, John Pastore of Rhode Island and Clinton Anderson of New Mexico. Anderson closely questioned witnesses, once corrected a scientist's arithmetic.

PATTERN OF FALLOUT which would cover U.S. following theoretical Russian attack is explained to legislators by Dr. William Kellogg of Rand Corporation. Streaks on map are paths along which fallout would move in a 24-hour period.



IN NEW BRUNSWICK, N.J. SIX BASIC SIZES WILL FIT EVERYONE FROM A CHILD TO AN ADULT. MASKS WEIGH EIGHT OUNCES, ARE NOT YET IN MASS PRODUCTION

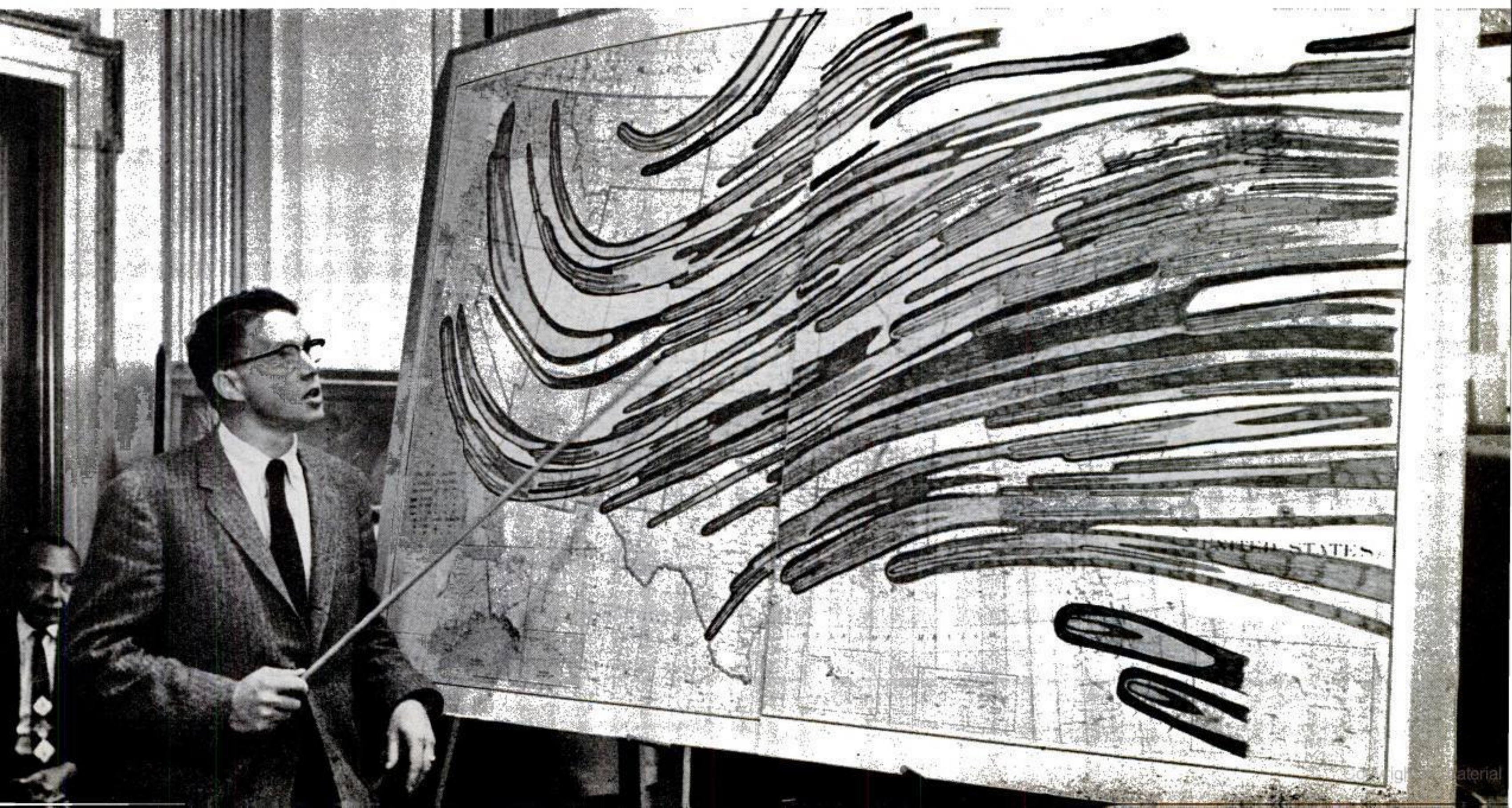
the effect of a deadly by-product known as strontium-90—had been the subject of partisan political debate. But now, with world concern over nuclear tests increasing, the Congressmen called for solid scientific evidence as to the present and future dangers arising out of nuclear explosions.

For the first time the Atomic Energy Commission and its critics frankly discussed the subject in public. The AEC had claimed that stratospheric fallout from bombs distributes

itself evenly over the earth's surface. Last week Dr. Lester Machta of the U.S. Weather Bureau contradicted this theory and stated that a large proportion of fallout converges at latitudes which cross the U.S., Europe and Russia. The AEC had also stated reassuringly that nuclear tests could be continued "for decades" without contaminating the atmosphere. But the Congressmen were warned that unless such tests are limited soon the atmosphere could become dangerously contaminated. One scientist

privately estimated that this danger point could be reached in five years.

Last week, knowing that it must continue to perfect its stockpile of nuclear weapons until a worldwide agreement on controls can be reached, the U.S. inaugurated a new series of nuclear tests, while in the Pacific the British set off their second hydrogen bomb. But the U.S. was also negotiating with its allies and with Soviet Russia for another kind of test: a trial limitation of future nuclear experiments.



OUT OF THE LABORATORIES, WITNESSES TO DANGER



PANEL OF SCIENTISTS, whose figures on radiation safety had shown wide discrepancy, was summoned to witness table by subcommittee. Left to right are Columbia U.'s J. L. Kulp, Rochester U.'s

W. F. Neuman, Walter Reed's Lieut. Colonel James Hartgering, Los Alamos' Wright Langham, AEC's Merrill Eisenbud. All finally agreed that some definite limitation of nuclear explosions was necessary.

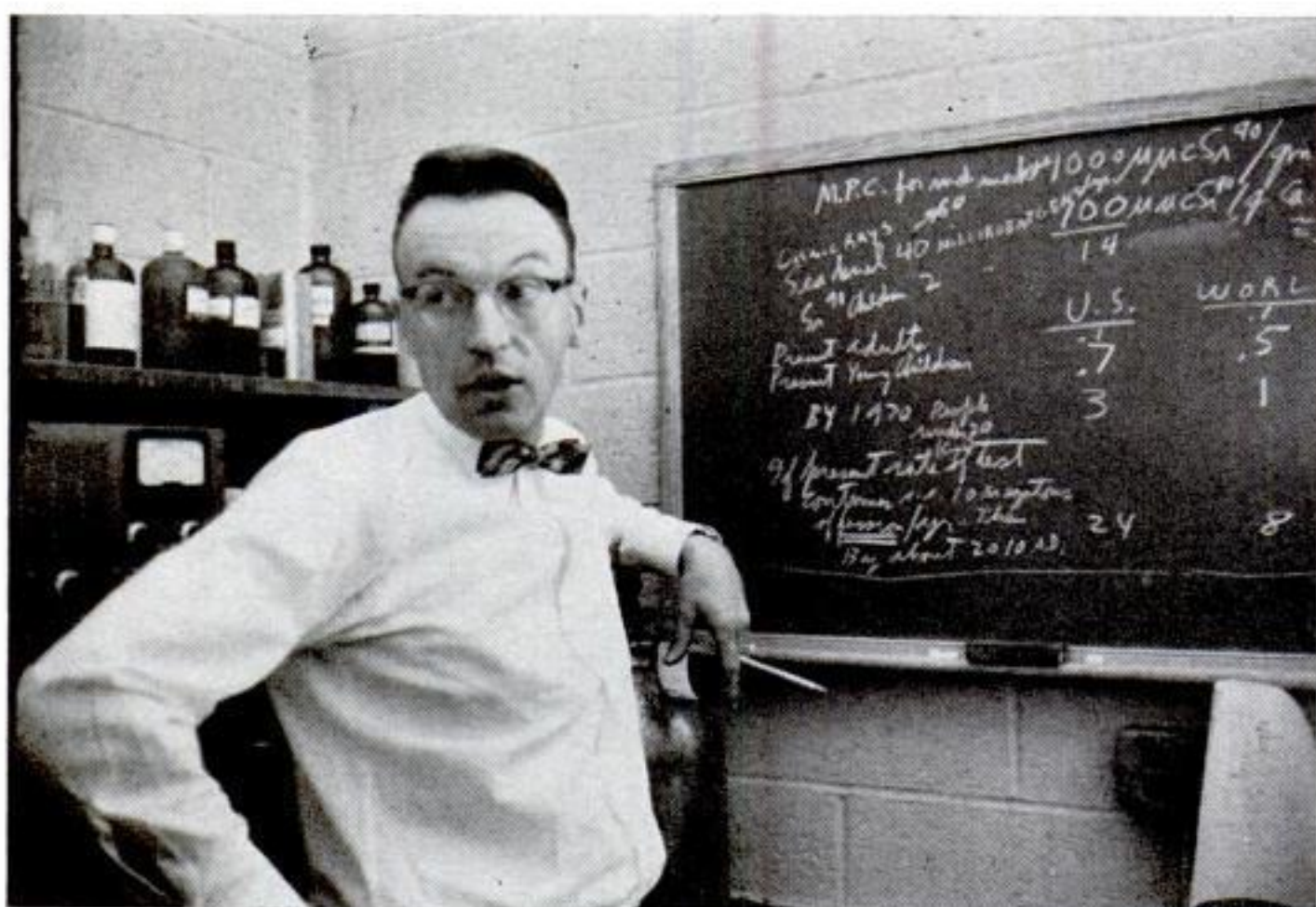


TEST DIRECTOR of the AEC in past experiments, Dr. Alvin C. Graves of Los Alamos laboratory, testified that it is impossible to build a completely "clean" bomb that produces no radioactive fallout.

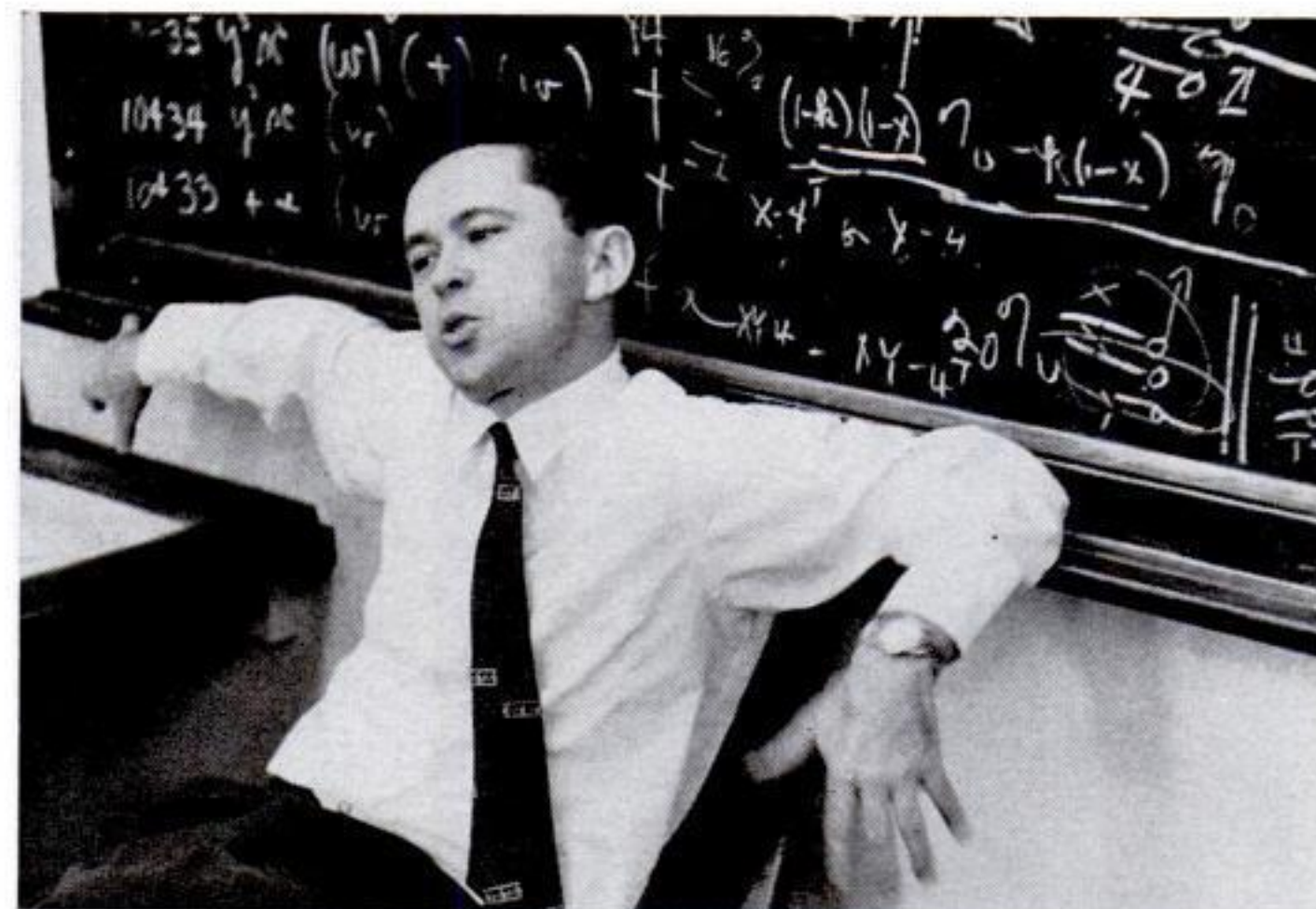


STRONTIUM-90 STUDY proceeds at Columbia University's Lamont Geological Observatory where measurements are made to detect the presence of the deadly radioactive substance in common foods. The scientists here are trying to discover how much strontium-90 is retained by the human body. Meals on the

table are exact duplicates of one day's rations eaten by researchers, who use themselves as guinea pigs. By measuring the amount of strontium-90 in excretions and subtracting it from the amount present in their food, they can determine with a high degree of accuracy how much enters and stays in the system.



FORECAST OF RISKS involved in continued tests is projected on blackboard at Lamont Observatory by Dr. J. Laurence Kulp, director of first worldwide strontium-90 study. He believes that, if tests were to continue at present U.S. rate, dangerous levels in human bones would not be reached until the year 2010.



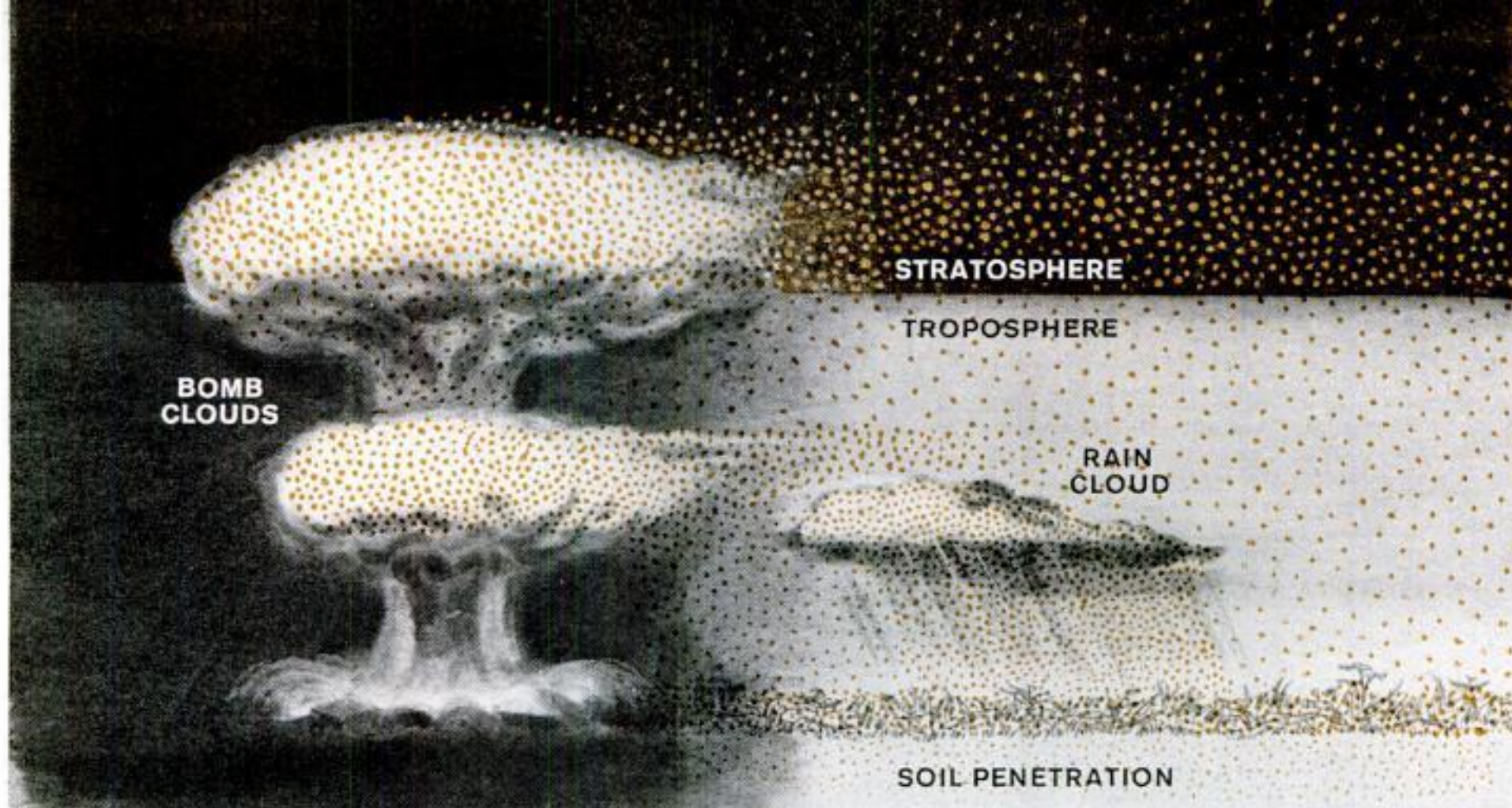
WARNING OF DANGER was sounded by Dr. E. B. Lewis of Caltech. In an article in *Science* he proved that there is a direct relationship between radiation and leukemia. He predicts a five to 10 percent increase in leukemia if strontium-90 level in humans reaches a figure which the AEC still considers harmless.

STRONTIUM-90 PATH FROM BOMB TO BONE

For three days the scientists testified, interspersing their well-ordered presentations with a brain-taxing assortment of figures measured in unfamiliar units like milliroentgens and microcuries. (At one point Senator Anderson was moved to ask plaintively, "Can you keep it to pecks, quarts and bushels?") But some solid basic facts finally emerged regarding the by-products of nuclear explosions—especially the one considered most potentially dangerous to man: strontium-90.

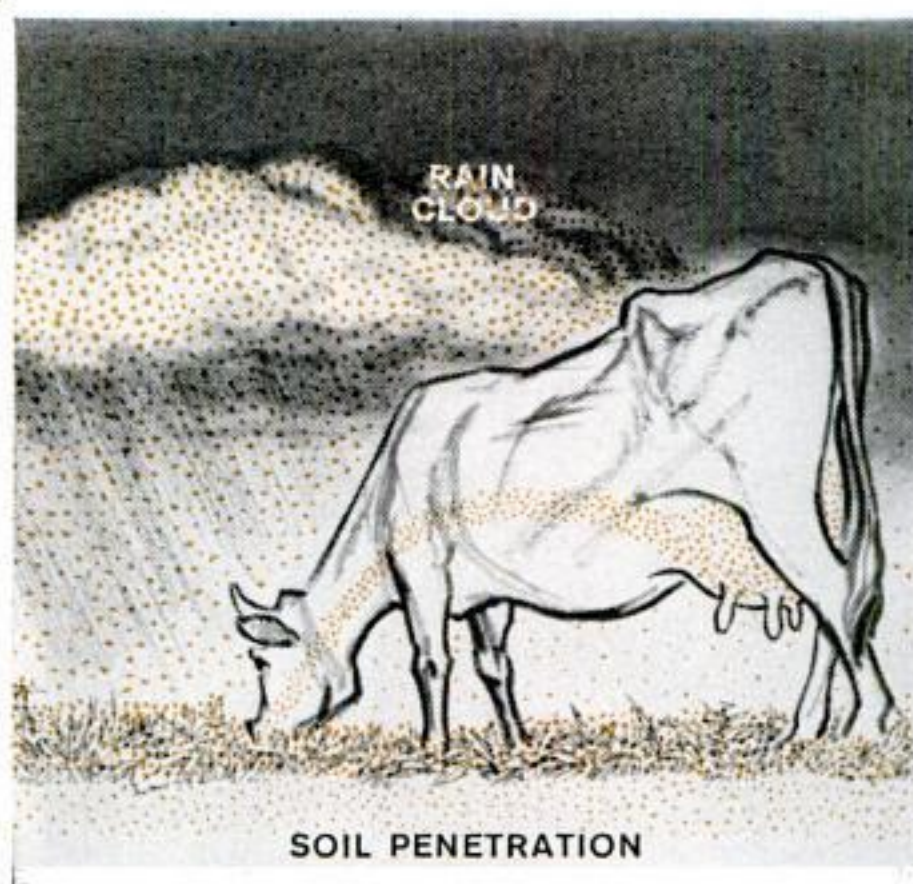
Strontium-90 is worrisome because it takes 28 years for half of any given quantity of it to disintegrate. It lodges in the bones, where it can cause bone cancer or, by irradiating white blood cells in the marrow, leukemia. Current levels are considered too minute to constitute a serious public health menace. But continued unrestricted testing by the world's major powers could cause an appreciable increase in the death rates from bone cancer and leukemia. Meanwhile, scientists were urging the setting up of a continuous worldwide monitoring program for food and water supplies. They also asked for even more intensive research on all aspects of fallout because recent studies demonstrate that some organisms show a curious tendency to store up unusual amounts of special kinds of radioactive substances.

While the Congressmen in Washington listened like attentive pupils, out in the far west some citizens, less well informed, were openly worried by the nearby nuclear experiments, including a recent atomic detonation (*below*).



HOW FALLOUT OCCURS is shown in the diagram. Atomic particles from blast are carried into stratosphere (seven miles up). They descend very slowly, some remaining in the upper atmosphere for more

than seven years. But those particles deposited in the troposphere (under seven miles) are carried to earth, usually by rain. Half the atomic particles have come down within 30 days of the detonation date.

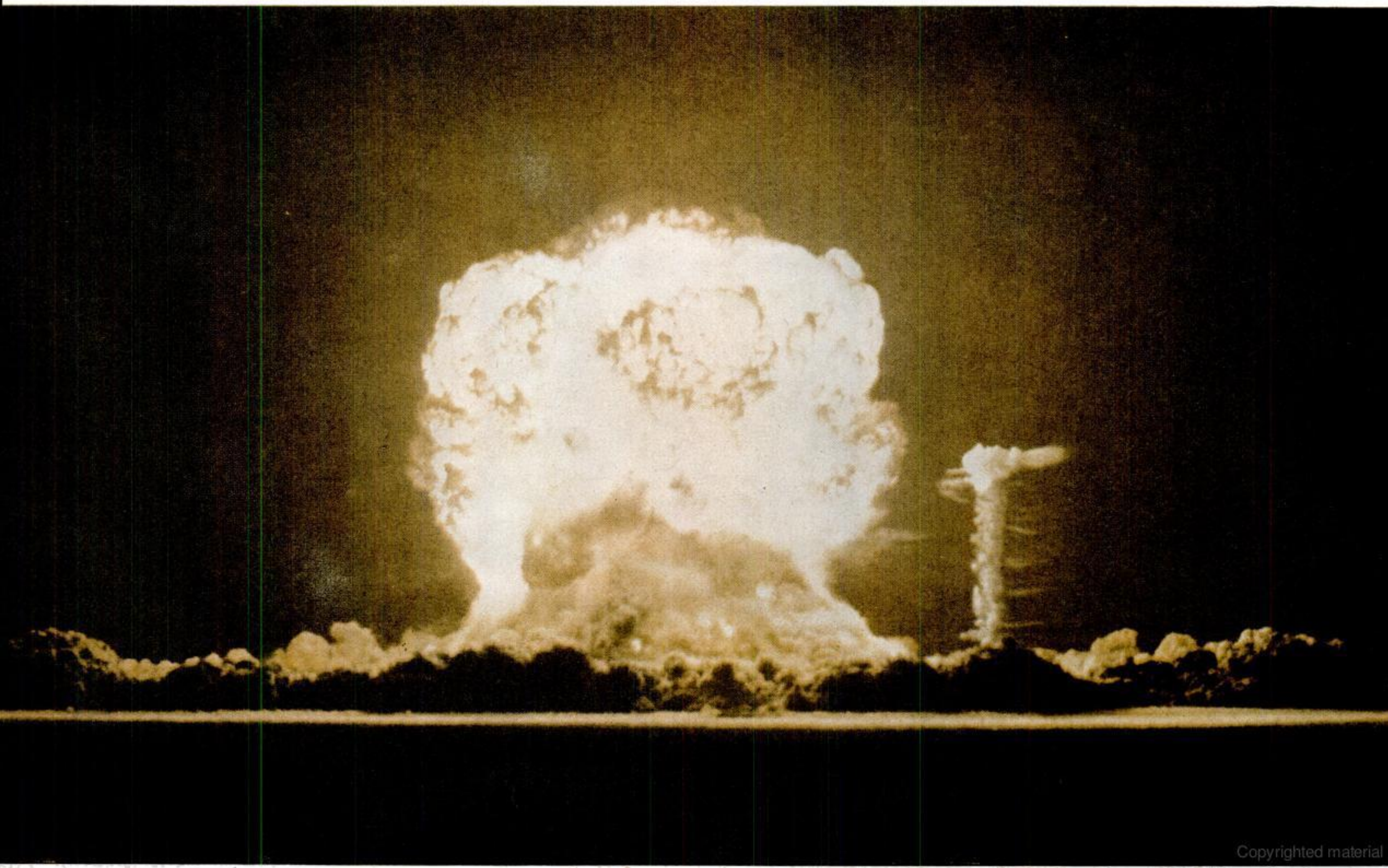


RADIOACTIVE PENETRATION of soil contaminates vegetation. A member of the same chemical family as calcium, strontium-90 behaves very much like it. Some is retained by cow, some goes into milk.



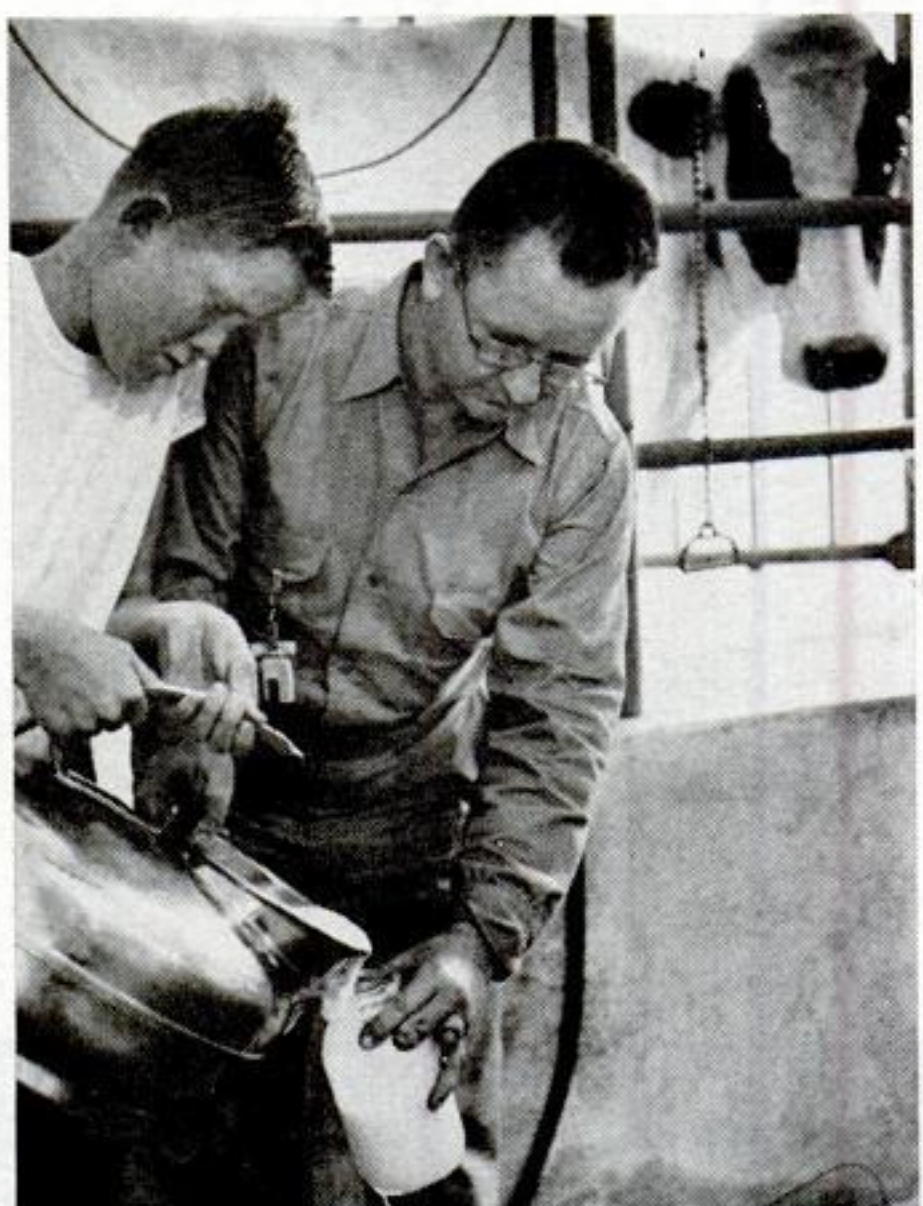
EFFECT ON CHILDREN is greater than on adults because strontium-90 is attracted to growing young bones and is absorbed into the system from milk. But adults get some strontium-90 from vegetables.

RIISING FROM NEVADA DESERT, IMPRESSIVE FIREBALL OF 10-KILOTON BOMB (HALF THE SIZE OF BOMB THAT FELL ON HIROSHIMA) OPENS NEW AEC TEST SERIES





PRECAUTIONS by government included samples taken from pond near Alamo, Nev. by health inspector prior to test. He pinned film badges on children.

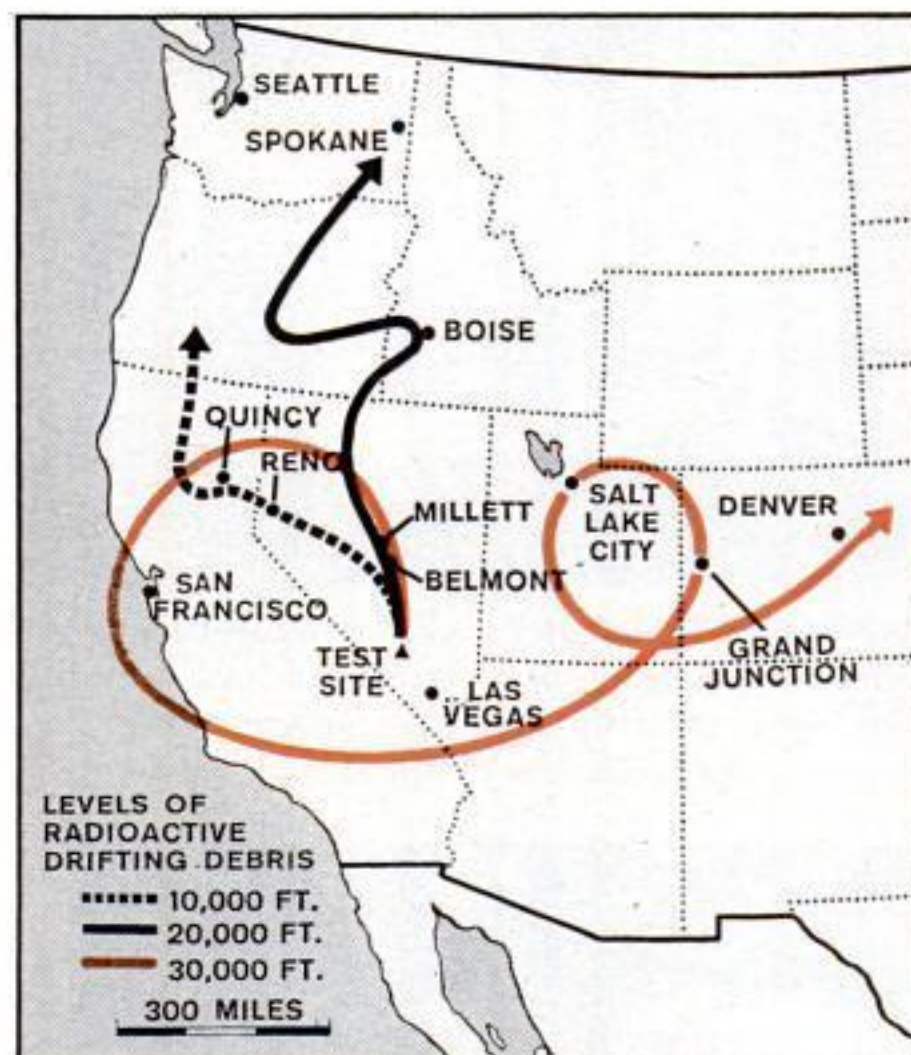


MILK SAMPLE at an Alamo farm is bottled for later inspection by AEC to determine its radioactivity. Other tests were made of dust particles in the air.

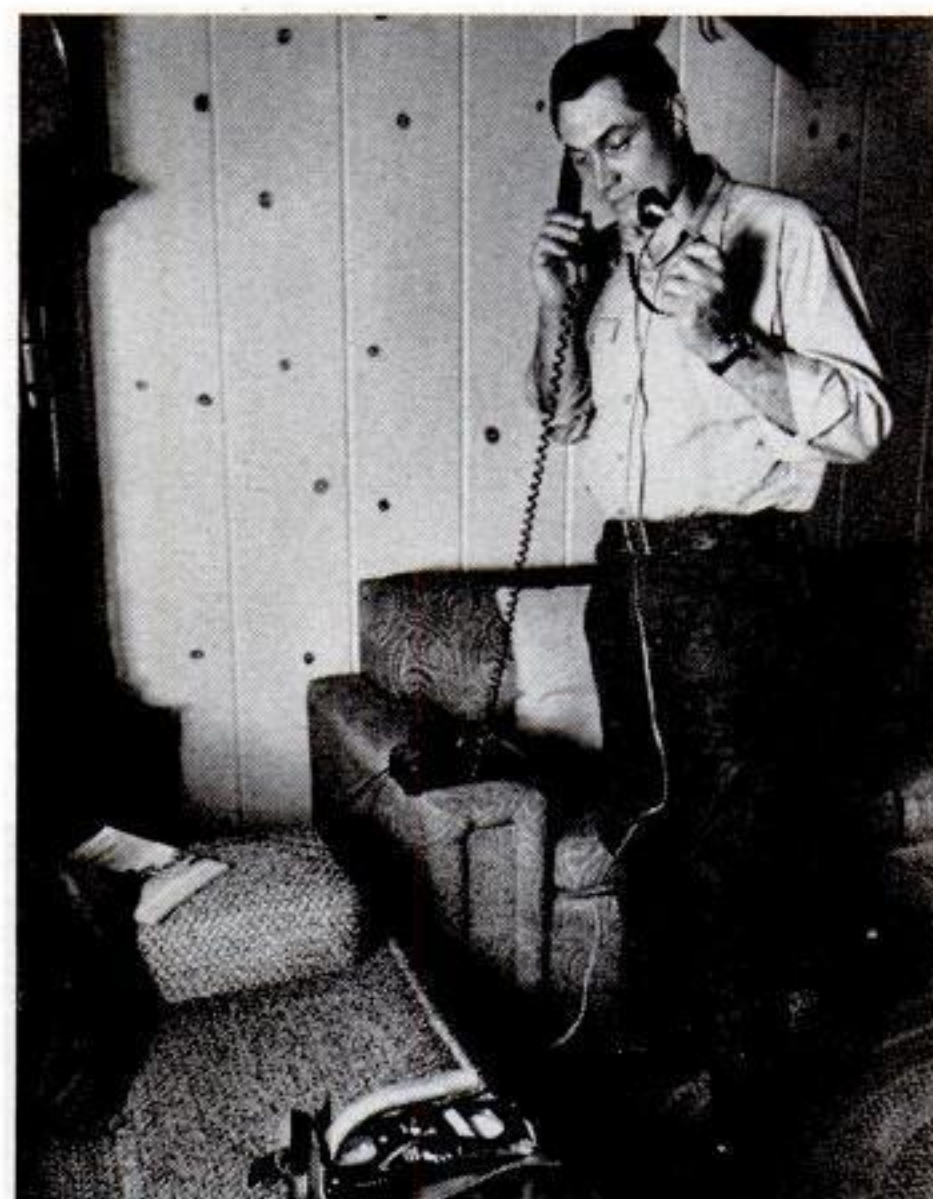


NUCLEAR GLARE lights up predawn darkness for two early risers at Alamo, Nev. Fallout bypassed this town and AEC did not have to check badges.

IN THE FALLOUT ZONE, CLICKS AND PROTESTS



RADIOACTIVE TRAIL followed by three separate layers of cloud after last week's test is shown on map. Heaviest fallout reported was at Millett, Nev.



AN ATOMIC ALARM is raised in Quincy, Calif. when Paul Larios, an amateur prospector, notes radioactivity on Geiger counter, holds it to telephone

Some of the severest critics of the AEC test program live on the remote, dry ranches of the far west. There, as the radioactive clouds from the nuclear tests float past, they believe themselves to be at the mercy of every stray wind. Mindful of mounting uneasiness, the AEC and U.S. Public Health Service staked out monitoring teams before the current series of explosions began. But the clouds veered away from Alamo, Nev., which was all prepared for the fallout, and fell instead—among other places—on the mountain town of Quincy, Calif. It had a moment of alarm when its Geiger counters began their ominous clicking, but the dose was small and Quincy was unharmed.

But grizzled ranchers in the area like Joe Fallini (*right*), who have seen their livestock die from mysterious causes, were convinced that the nearby tests were dangerous. Whether the ranchers were right or wrong, the senators and the scientists were agreed that the inquiry into the unknown consequences of nuclear explosions must be pushed still farther.



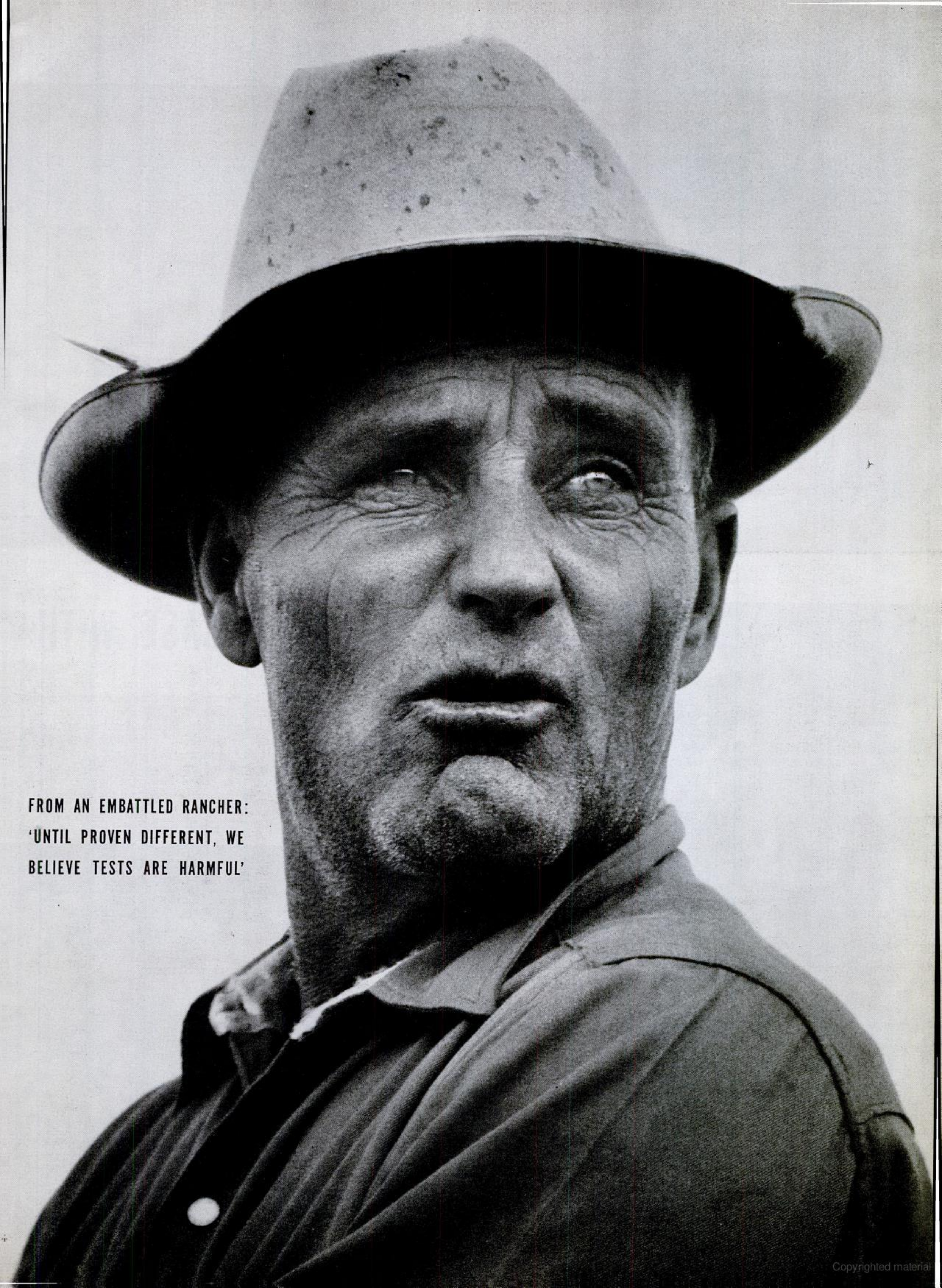
to alert neighbors. Later, with aid of county nurse, he carefully measures sidewalk, finds fallout from the test held 400 miles away made town radioactive.



CRITICS AND OPPONENTS of tests are ranchers Dell and Cornell Stewart who believe loss of livestock in 1953 was caused by radiation. Mr. and Mrs.



Jack Bordoli (*right*) lost son to leukemia after 1955 tests. Although Bordoli cannot prove tests caused illness, he says, "They ought to be more careful."



FROM AN EMBATTLED RANCHER:
'UNTIL PROVEN DIFFERENT, WE
BELIEVE TESTS ARE HARMFUL'



AT ST. OLAF student rebellion was expressed at the funeral for a dog named Ytterboe. The canine

attendant is named Thor. College authorities refused to permit permanent plaque over the grave.



AT BOWLING GREEN howling students, having taken over hose, turn it back against firemen. The

SPRING + YOUTH: A CASE WITH

A seasonal disturbance which was felt as far as Paris (p. 55) has been running through American colleges. Damage in the U.S., as in France, was mostly limited to the *déshabillé* of students and the discomfiture of authorities.

The first symptoms showed up at Lutheran St. Olaf College, Northfield, Minn., where the campus mascot, a mongrel named Ytterboe (after a former professor), was shotgunned to death on charges of biting. Students thereupon

hanged the police executioner in effigy. Then they buried Ytterboe and published a memorial reading, in part, "So, alas poor Ytterboe, we knew him well, and long shall we his story tell. But do not say that he is dead. He has simply found his permanent bed."

At Bowling Green State University in Ohio students expressed dismay at liquor restrictions by burning an effigy on the president's lawn, then taking the fire hoses away from



ILLINOIS COEDS, armed with pitchers and buckets, were in fray and got soaked like everybody else.



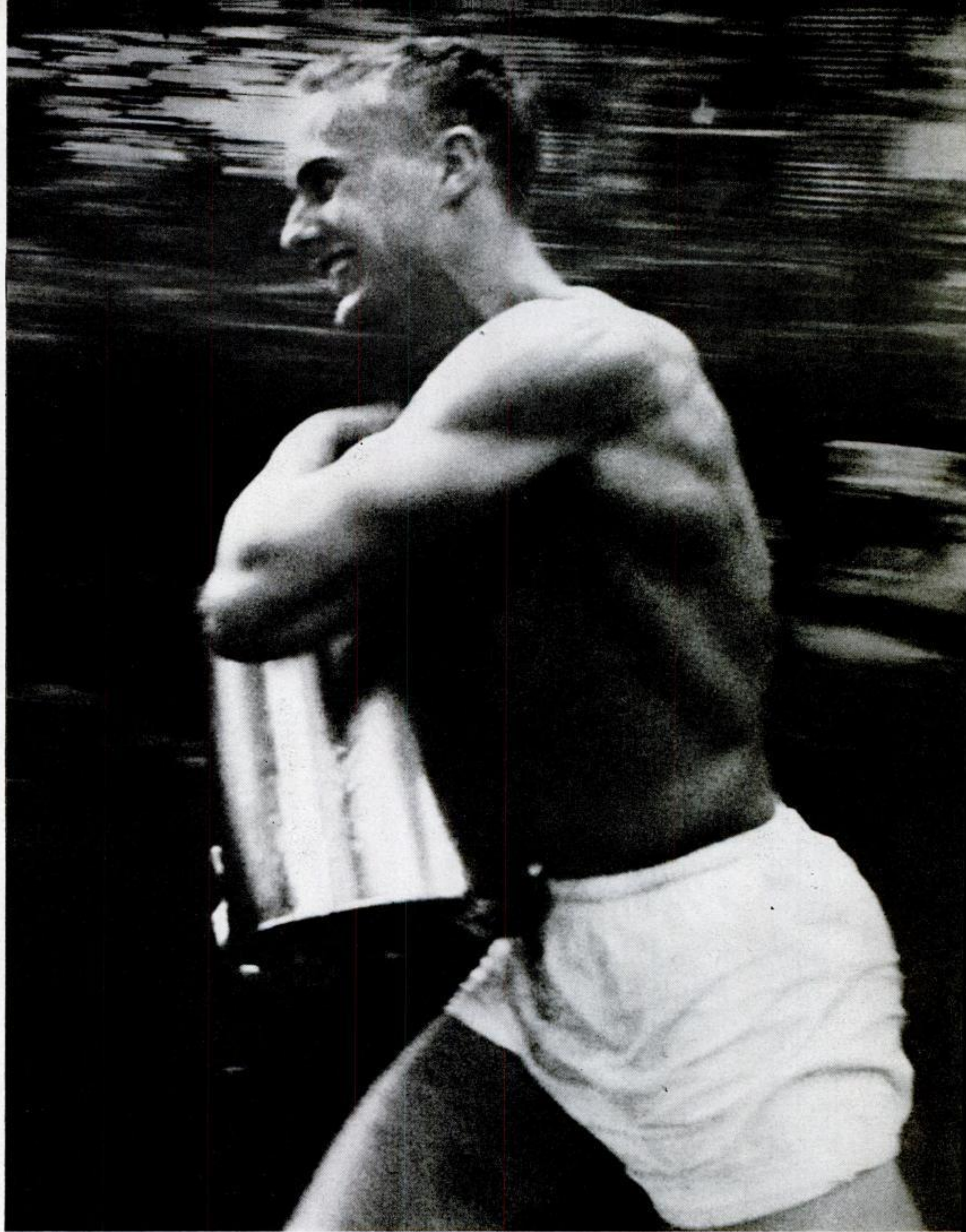


1,500 rioters set fires, blocked roads, marched on county jail and tussled with police and firemen.

COMPLICATIONS

firemen who were trying to douse the blaze.

But the main attack was in Champaign, Ill., where a friendly water fight between a fraternity house and a girls' dormitory turned into a seven-hour free-for-all involving 3,000 students. It took 200 state, county and city cops and 150 tear gas grenades to restore order. None of this, however, served to prove anything except that youth, a disease incurable except by age, reaches its acute stage in spring.



AT ILLINOIS UNIVERSITY in Champaign a muscular rioter, scantily clad for the fray, gets set to

heave pail of water. Rampaging students got water supplies by opening hydrants and raiding houses.



← **JOINED BATTLE** at Champaign, called "terrifying" by onlookers, sent water-hurling mobs into streets.

RECKONING comes when a J.P. court begins booking the Illinois rioters. Thirty-two were arraigned.



ACQUITTED SERGEANT, back in U.S. with family, says, "I was only doing what any man would do."



VICTIM'S WIDOW, beside picket sign, tells interviewer, "The trial was just a show for the Chinese."



ATTACKING EMBASSY, rioter flings rock at window. Embassy auto (background) was upset by mob.



THE AMERICAN FLAG IS FURIOUSLY RIPPED BY MADDENED AND SCRAMBLING RIOTERS WHO SMASHED



MASSING AT EMBASSY, mob grows to several hundred. Some shouted, "Destroy but do not steal."

When one climbed staff, tore down U.S. flag and raised Chinese instead, they shouted, "Good, good!"



THEIR WAY INTO THE EMBASSY BUILDING WITH SHOUTS OF "KILL, KILL!"

OUTBURST ON FORMOSA DISTURBS A FRIENDSHIP

The parties to one of the free world's most necessary alliances, the U.S. and Nationalist China, were last week trying to ease a strain brought on by misunderstanding and awkwardness. A mob stormed and pillaged the U.S. embassy in Taipei, injuring 11 Americans, because a U.S. army court had acquitted an American sergeant charged with killing a Chinese.

M/Sgt. Robert G. Reynolds testified he had caught a Chinese named Liu Tze-jan peeking at his unclothed wife and had shot him in self defense. But the Formosan people and press, taken aback by an apparently chummy relationship between prosecutor and defense counsel, treated the trial with open skepticism. People asked why Mrs. Liu was not called to testify on a rumored black-market connection between killer and killed. News stories labored a contrast between "the rich airs" of Reynolds' wife and "the eyes swollen with sorrow" of the widow. Then Liu's widow set off the explosion with a hunger strike at the embassy.

Back of it all lay the discontent of the Nationalists penned up on an island and their resentment against richer foreigners. The Nationalist apologies were accepted by the U.S. Chiang Kai-shek publicly blamed himself. But the incident's scars, an American said, "will be a long time healing."



SACKED CONSULATE, where even ceiling fans were broken, is littered with records. Damage to the building and its contents was estimated at \$500,000.



U.S. AMBASSADOR KARL RANKIN VIEWS DEBRIS IN EMBASSY YARD →



ABOUT TO TAKE A PLUNGE

Both had denied it but now Sadri Khan, second son of the Aga Khan and British Model Nina Dyer, standing on a Mediterranean cliff, admitted that they would get married in July.



AFTERMATH OF A REBELLION'S

Up a barren hillside 90 miles southeast of Algiers litter bearers carried a wounded man. Behind them lay Melouza, scene of the most savage act of the rebellion in the Algerian departments of France: a



COMFORT AFTER 19-DAY ORDEAL

On a snow-covered Wyoming mountainside Mrs. Dalton LeMasurier was comforted by a rescuer. Flying over the area in a light plane, she and her husband had crashed. A few days

later he died, but miraculously she survived for 19 days. She lived on a bottle of vitamin pills, three pieces of candy and melted snow, was in remarkably good condition when found.



MILLERS' REACTION

They had just received bad news but Playwright Arthur Miller and his wife, Marilyn Monroe, put on cheerful faces in front of their Manhattan apartment. A federal judge had found Miller guilty of

WORLD'S WEEK



UNBELIEVABLY BRUTAL POGROM

massacre that would rank with the Nazi murder of Lidice for its ferocity. Arab rebels, 100 strong, swooped down, rounded up all the males, then butchered 301 of them with guns, knives and axes.



TO THE BAD NEWS

contempt of Congress for his refusal last year, on grounds of conscience, to disclose the identities of others who had been present at a meeting of pro-Communist writers he admitted attending in 1947.



NO PROTOCOL FOR COW AND SHAH

In Spain for a formal visit of state, Iran's sports-loving shah, Mohammed Reza Pahlevi, took time off for a trip to a ranch near Toledo with General Francisco Franco's son-in-law,



UP A TREE IN TEXAS

When his boat capsized as he was inspecting floods near Dallas, County Commissioner Jesse Bell took refuge in a tree. Stripped of wet shirt and transportation, he awaited his rescuers.

the Marqués de Villaverde. Turning his back on protocol, the shah entered the bull ring with a *vaquilla*, or small fighting cow, narrowly missed being impaled during a swift pass.

THE ETHICS OF TAKING THE FIFTH

An Englishman called "Freeborn John" Lilburne was so cantankerous it was said that "if all the world was emptied of all but John Lilburne, Lilburne would quarrel with John and John with Lilburne." One day in 1637 he was haled before the Star Chamber, charged with importing heretical and seditious books. Freeborn John refused to take the oath to answer truly and he was ordered whipped and pilloried, lest offenses go "undiscovered and unpunished." But in 1641 when the famous Long Parliament abolished Star Chamber it also upheld John's right to refuse to testify against himself.

Today, when judges and bishops can no longer torture men, it is not the abuse of justice which stirs up public anger, confusion and controversy. Rather it is the growing use of John's right, now enshrined in the U.S. Fifth Amendment. Year after year the public's gorge has risen on hearing Gangster Frank Costello croak, "I refuse to answer," hearing onetime government officials refuse to answer questions about Soviet espionage, and only recently hearing union leader Dave Beck refuse to admit he knew his own son. None of all this has endangered the right itself (which the Supreme Court affirmed only last week). But a spirited debate is going on about the proper public attitude toward those who claim the right. "Isn't the public entitled," goes the question, "to mistrust a man who has to invoke the claim?" On the answer to this, eminent scholars and philosophers are divided, as are members of the Supreme Court, into two major schools.

'Presumptive innocence'

This school's outstanding spokesman is Dean Erwin Griswold of the Harvard Law School and its text is his book, *The Fifth Amendment Today*. He equates the Fifth Amendment with the Anglo-American assumption of innocence until guilt is proved. He argues it is not proper to assume, where the privilege is invoked, that the answer if given would have to be an admission of guilt. He cites the hypothetical case of a teacher who takes the Fifth on "Have you ever been a Communist?" though he never was but belonged to many groups since identified as Communist fronts. He can truthfully answer "no" but he fears it might get him prosecuted for perjury if his front activities are construed as membership. Any inference of guilt from his claim, says Griswold, would be unwarranted.

Griswold also argues that committee witnesses do not have the protections given court defendants, yet their answers may get them indicted. Moreover, the questions often impinge on personal belief. "The closer the question . . . gets to the area of opinion and political belief," he says, "the less significant is the refusal to answer. . . . In many cases the Fifth Amendment has been used, perhaps erroneously, as a protection of free speech and free assembly. Where this is the real reason . . . the inference which might be taken from the refusal may be quite unwarranted." He asks tolerance for users as part of a tradition of fair play and suspended judgment.

'Presumptive guilt'

This school's chief spokesman is Dr. Sidney Hook, New York University philosopher and author of the just published *Common Sense and The Fifth Amendment*. He terms Griswold's hypothetical case implausible, pointing out that any innocent man, when accused, will normally cry out his innocence. ". . . Invocation of the privilege establishes some presumption of guilt with respect to the question at issue." He does not question anybody's right to use the privilege to avoid incriminating himself, but says if it is used to protect others, or in defense of free speech, it is used perjurally. Moreover, since the privilege is no longer necessary to avoid torture, its

use is bound to injure reputation. As that great libertarian Jeremy Bentham asserted: "So sure as punishment is escaped, character is sacrificed." This is true since use of the privilege involves not only law but morals and ethics as well.

A bank president using the privilege when asked about his honesty could scarcely keep his job. "Anybody may keep out of jail by invoking the privilege against self-incrimination. But there are many posts in which we may legitimately require standards of conduct higher than those sufficient to keep out of a jail." Example: Teachers not only have a duty to speak truth but to *seek* truth. "A code of professional ethics may legitimately require an answer where the law does not," says Hook. ". . . To refuse to answer questions relevant to one's educational fitness and integrity on the ground that a truthful answer would be self-incriminating . . . should be construed as presumptive evidence of unfitness. . . ." And so, in fact, it is construed by Dean Griswold's own overseers at Harvard: "We will not shut our eyes to the inference of guilt which the use of the Fifth Amendment creates as a matter of common sense. . . . We regard it as misconduct, though not necessarily grave misconduct."

In its 1956 decision on the case of a Brooklyn College teacher, Dr. Harry Slochower, the Supreme Court came to grips with the issues here described. Slochower had sworn in 1941 he was not a Communist but in 1952 took the Fifth before a congressional committee. He was dismissed under New York City's Rule 903 which requires all city employees to cooperate with any proper inquiry into official conduct. Justice Clark, in the 5-to-4 opinion, held that the dismissal violated Slochower's constitutional right to use the Fifth.

Enter: public opinion

In a sharp dissent Justice Harlan held that "a state may justifiably consider that teachers who refuse to answer questions concerning their official conduct are no longer qualified. . . ." In this dissent Harlan, in effect, supports Hook's view that the question of legal guilt and the standards of professional fitness are two different things. But it was also Harlan who wrote the opinion last week in the Court's unanimous decision upholding the *legal* right to the privilege. It ordered a new trial for a man whose trial judge had admitted in evidence his earlier refusal to talk. Wrote Harlan: "No implication of guilt could be drawn" from such refusal.

Chief Justice Warren, with Justices Black, Douglas and Brennan, went further. Affirming Harlan's opinion, they added (Black writing): "I can think of no special circumstances that would justify use of a constitutional privilege to discredit . . . a person who asserts it." By so doing they seemed to claim that no *moral* blame (i.e., "discredit") can be attached to its usage—Dr. Hook and Harvard's trustees to the contrary.

We would not attempt to dispute the Court on law, but when it crosses over into public opinion—as Warren, Black and Co. do here—we feel entitled to give our own. We say every man is entitled to protect himself with the Fifth Amendment but let him bear in mind in doing so that he opens his integrity to public question, whatever the Justices say about no "discredit." Does any man doubt that Arthur Miller—who scorned to abuse the Fifth and dared to risk the consequences by refusing to answer questions on grounds of conscience—occupies a far higher moral ground than those who refused for similar reasons but misused the Fifth to protect themselves from the consequences of not answering? Like most Americans, we agree with Eisenhower's comment on Beck's taking the Fifth: "I must say . . . if a man has to go to the Fifth Amendment there must be something he doesn't want to tell."



New Idea: Cold Soup Cocktail!

Mm! Mm! Good!



You've had fruit cocktails. And shrimp cocktails. And juice cocktails. Now have a Soup Cocktail—frosty cold for summer.

Try Campbell's Cream of Celery Soup as a cocktail. Tuck a can in the refrigerator till it's chilled. Then whip in a soup can of cold milk and pour in cups or glasses. Garnish with something crisp and green... chives, parsley, mint or dill. Or a slice of lemon or lime.

Why not get out a tray and set a new fashion—Soup Cocktails, for cool, cool sipping!

Save these Soup Cocktail reminders!

RECIPE: Chill soup. Add one soup can of cold milk. Whip till smooth; garnish and serve.

SOUP	GARNISH
Cream of Celery	Chopped chives
Tomato	Parsley sprig
Cream of Chicken	Grated lime rind
Cream of Mushroom	Mint or dill

Extra special soup-mate cocktail: Black Bean Soup and Consommé, $\frac{1}{2}$ can water, splash of sherry!



SOUPS SUPPLY BASIC NUTRITIONAL NEEDS: Vitamins, Minerals and Liquids—for general well-being • Proteins—for upkeep and growth • Carbohydrates—for energy

Once a day... ^{summer} every day... SOUP!

If he admires redheads...

Be one!



The most fabulous reds are by **MISS CLAIROL**

The new reds—pale, brilliant or burnished, are setting the tone for smartest hair fashions. You can see them now at your beauty salon. Just ask for Miss Clairol® Hair Color Bath.®

If champagne blondes turn his head...

Be one!



The most fabulous blondes are by **MISS CLAIROL**

—so soft, so natural-looking only your hairdresser knows for sure. As for friends, just keep them guessing, "Does she...or doesn't she?" Try Miss Clairol yourself.



1. BABY BEN ELECTRIC. What bride could resist this world-famous little fellow—now electric, and in color? With smart cone shaped crystal, too! Pink, beige or jade green; gold color trim. \$6.95. Luminous, a dollar more.

2. FRILL. Any bride would love this charming new wall clock! "Frill" in gleaming brass petal design is more than a timepiece...it adds the perfect decorative touch to any room. \$8.95.

3. ELLSWORTH. Even a groom can rave about this excitingly new electric alarm! The case is nonbreakable...can't crack, chip or peel. Stunning in gray with red and brass dial, or black with pearl-white and brass dial. \$8.95.

Prices quoted do not include tax.



Gown of Du Pont Nylon lace

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HAILING MOB VICTORY IN HAITI, RIDER AND DRIVER (RIGHT) TRADE SALUTES OF ALLEGIANCE TO MOB LEADER FIGNOLE, CLENCHED FIST AND RAISED FINGER

THE MOB AND ITS MAN TAKE OVER IN HAITI

Wild day's rioting winds up with Daniel Fignolé as new president

In turbulent Haiti last week, members of the street mob of Port-au-Prince exultantly celebrated its victory. In a remarkable day's rioting through the capital the mob had temporarily resolved the country's six-month-old political crisis by installing as provisional president its remarkable leader, Daniel Fignolé (*left*).

In the political chaos that followed the ousting last December of President Paul Magloire, the merchants, led by mulatto politician Louis Déjoie, and the army under Brig. General Léon Cantave, had been facing each other off. The army imposed martial law, the businessmen countered with a general strike (*LIFE*, June 3). Exasperated by this stalemate and urged on by their leader, several thousand Fignolé followers staged a noisy demonstration against Cantave in Port-au-Prince. Also against Cantave

were the air force and rebellious troops led by Colonel Pierre Armand. Their opposition consisted of the air force dropping one dud bomb and the artillery lobbing a few shells that fell almost harmlessly on Cantave's headquarters.

Meanwhile there was nobody to stop the mob as it went after Déjoie's merchants. It ransacked shops, radio stations and newspapers. Swelling steadily, getting drunk on moonshine and manhandling whoever got in its way, the mob yelled at shopkeepers "*A-pa-li-papa*," a Creole phrase meaning "You're getting what's coming to you." When a downpour ended the riot Déjoie and his merchants had had enough. The next day Fignolé took office.

The stormy sequence of events is shown on pages 42, 43. On page 44 *LIFE* Reporter Lee Hall provides a portrait of President Fignolé.



← IN PALAIS NATIONAL, FIGNOLE SITS BEFORE PICTURE OF HAITI'S CITADELLE

CONTINUED 41



AT START OF TROUBLE Haitians at the Champ de Mars park wave at friendly air force plane before they go on to demonstrate at Cantave's barracks (rear).



WITH TROUBLE UNDER WAY rioters run wildly after stoning Radio Port-au-Prince. Soldiers guarding station finally chased them away with shots in the air.



DISAPPOINTED, Colonel Pierre Armand helped against Cantave but he did not get Cantave's job.



ARMY CASUALTIES, two of Armand's officers died after defective shell made their field piece explode.





PILLAGING THE PRESS, mob raids offices of Haiti's largest paper, *Le Matin*. All type and even a 500-pound press motor were taken; \$250,000 damage done.



IN ARMY HIDE-AND-SEEK two of General Cantave's soldiers on Port-au-Prince street try to flush out some of the troops that had joined Colonel Armand.



VICTORY JIG is danced by a Haitian on way to religious ceremony celebrating Fignolé installation.



VICTORY ROLL is enjoyed by Fignolé follower on Palais National lawn during president's installation.

VICTORY RUSH finds a buoyant crowd streaming to Palais National to witness Fignolé's inauguration.

'I PUT THE MOB'S WISHES INTO EFFECT,' SAYS FIGNOLE

PORT-AU-PRINCE, HAITI
Pierre Eustache Daniel Fignolé has been alternately dubbed "a Communist," "a political genius," "a vagabond" and "the darling of the street mobs." He is proud of the last designation. When he ordered his "steam roller" of 10,000 impoverished Haitians out into the dusty streets of Port-au-Prince on May 25, the opposition folded flat after a single day of rioting. Referring to his "election" as provisional president, Fignolé said, "I took the mob's wishes and put them into effect."

Whatever his future political course the 42-year-old Fignolé is a remarkable and authentic product of the frustration-ridden Haitian



LOSER, wealthy Louis Déjoie, declares that Fignolé will not last longer than a month.

people's desperate gropings for freedom. Slender and vibrant, his face pockmarked by childhood illness, Fignolé always has sought the political power which would give him the chance to lead Haiti's blacks against the country's rich mulatto class.

He was born in Pestel, in southern Haiti, one of 10 children of illiterate farm labor parents. After working on farms until he was 13, he came to Port-au-Prince to study. He drove himself through the capital's Lycée Pétion, a combination high school and college. While studying law and philosophy, he taught mathematics and social science ("the call was upon me to teach") and simultaneously began to push himself into Haiti's political picture.

He published a magazine called *Chantiers*, which was crammed with exhortations to the masses to rise. This got him fired from his mathematics teaching job in 1942. *Chantiers'* articles are still quoted today by Fignolé's opponents to brand him a Communist.

In 1946 Fignolé founded his Mouvement Ouvrier Paysan (Worker-Peasant party), or the M.O.P. It quickly took root among the slum dwellers of Port-au-Prince, whose annual wage was something less than \$50. Two years later President Dumarsais Estimé recognized Fignolé as a sufficiently dangerous political opponent to throw him in jail, despite the fact that Fignolé had recently served as Estimé's Minister of National Education and Public Health.

Upon his release after a 17-day stay in prison, Fignolé got his "steam roller" working.

The mob chose him first deputy of Port-au-Prince in October 1950 to serve in the chamber under President Paul E. Magloire. Magloire fought Fignolé's efforts to lower the laborer's working day from 12 hours to eight and to open up exclusive schools to students from the lower classes. He outlawed Fignolé's M.O.P. and shut his two newspapers. Fignolé's residence was stoned and, on two successive nights, sprayed with machine-gun fire. Refusing to knuckle under, Fignolé was clapped into jail again, this time for 95 days.

But Fignolé's power waxed, spreading even into the traditionally independent provinces. His political acumen matured too. He and his enemy Louis Déjoie, the businessman, dominated the executive council which ruled Haiti this spring, swearing at each other almost constantly. Now, having outfoxed Déjoie in political infighting—to Déjoie's complete astonishment—Fignolé shows no disposition to be merely a temporary occupant of the presidential palace. Last week he blandly announced his candidacy for president, although, as provisional president, he is forbidden to run by the 1950 constitution. In the wings the smoldering Déjoie growls, "He'll ruin the country."

Fignolé in his campaign promised to raise the laborer's daily wage from 70¢ to \$2 and to solve Haiti's exasperating color problem, which elevates a light-skinned Negro almost automatically to social distinction and economic success. "I have made no promises to any class," Fignolé asserts, "only to the Haitian people." He is a tremendously effective speaker, both in conventional French and in Haiti's Creole patois. His hands clench and separate, his head juts forward and his emotion-packed voice cajoles and commands.

Not long ago Fignolé was invited to make a speech at the small town of Port-de-Paix. He arrived to find that the invitation must have been a sardonic joke perpetrated by the opposition. The townspeople were almost all hostile to Fignolé. They hugged their doorsteps and glared as he strode down the main street. He

kept on walking, making his way to the church at the street's end. While the whole village watched, he knelt in front of a statue of the Virgin Mary. After some minutes he rose and turned, stretched out his arms and proclaimed,



TAKING SALUTE, Fignolé and Cantave stand together on palace steps. Then Cantave quit.

"Now I can speak to Port-de-Paix." The villagers left their stoops, gathered around him and lustily cheered his 45-minute speech.

The motto on Haiti's red-and-blue flag reads "L'UNION FAIT LA FORCE" (In union there is strength). Daniel Fignolé already has "la force," which stems as much from his own surprising political sophistication as from his "steam roller." But to rule Haiti successfully he must achieve some kind of unity among the disparate elements of Haitian society whose mutual quarrelsomeness has barred most progress since the nation was founded in 1804.

LEE HALL



PRESIDENT AND WIFE, Fignolé in cutaway and striped pants and Mrs. Fignolé in simple dress, sit

stiffly in the Palais National before inauguration. She is schoolteacher, has borne him seven children.

The Acapulco High Divers by Jantzen



A Jantzen diver goes off the 136-foot cliff at Acapulco. Photographed from the El Mirador Hotel by Tom Kelley.

Here are three great new Jantzen swimming and diving trunks, inspired—and tested—by the famous cliff divers of Acapulco. They fit perfectly, stay comfortable and look good all day, no matter how high the dive or how rough the surf. Choose yours from the trim red trunks (left) of strong, elasticized fabric, 5.95 . . . the handsome multi-stripe (center) with elasticized waist for snug fit, 5.95 . . . or the neat white trunks (right) with

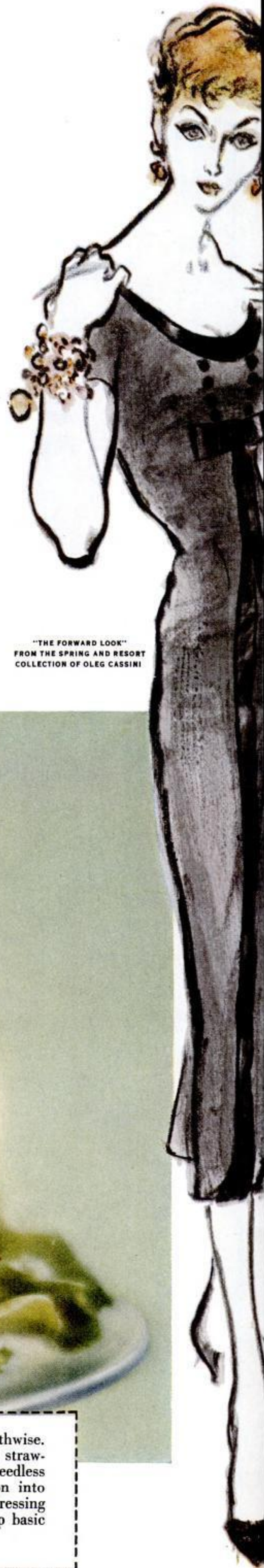
elastic waistband, 4.95. In all sizes, your favorite colors — at the better stores.

Jantzen® 
sportswear for sportsmen

Slimming Salads

are best dressed with
your own lighter dressings

*You keep calories down, accent all the flavors
and make dressings in a minute
with Wesson Oil and Heinz Vinegar!*



"THE FORWARD LOOK"
FROM THE SPRING AND RESORT
COLLECTION OF OLEG CASSINI



MELON BOAT SALAD

Quarter honeydew melon or cantaloupe lengthwise. Remove seeds. Combine diced pineapple, fresh strawberry halves or raspberries, blueberries or seedless grapes, melon balls or orange sections. Spoon into melon quarters. Serve with Honey French Dressing made by adding 1 tablespoon honey to $\frac{1}{2}$ cup basic dressing. About 196 calories per serving.



SHRIMP, COTTAGE CHEESE SALAD

Lightly mix $\frac{1}{2}$ cup chopped celery, $\frac{1}{4}$ teaspoon salt with $1\frac{1}{4}$ cups cottage cheese. Mound mixture on lettuce leaf. Sprinkle with grated egg yolk. Garnish with radish roses and $4\frac{1}{2}$ oz. can Blue Plate or Gulf Kist Shrimp, marinated $\frac{1}{2}$ hour in a relish dressing made by combining 2 tablespoons Heinz Hamburger Relish with $\frac{1}{8}$ cup basic dressing. Makes 4 servings. About 269 calories each.



RAINBOW SALAD

On lettuce-lined platter, arrange in strips of 1 cup each: shredded carrots, cooked peas, sliced onions, shredded cabbage, chopped green pepper, sliced celery, cubed American cheese, sliced cucumber, 1 large tomato cut in eighths. Chill. Serve with basic dressing. Makes 8 servings at 285 calories each.

FOR slimming, satisfying meals that help keep you trim for this summer's sleek new styles, serve plenty of cool, tempting *salads*. They're extra flavorful when you serve them with your own light, bright homemade dressings.

- The easiest and best dressings are made in one minute with delicate Wesson Oil, sparkling-clear Heinz Vinegar and fresh seasonings. You can lighten, enrich or vary homemade dressings to your taste. They cost less and go further than the kind you buy.

BASIC 1-MINUTE FRENCH DRESSING

1 teaspoon salt	$\frac{1}{4}$ teaspoon pepper
$\frac{1}{2}$ teaspoon sugar	$\frac{1}{4}$ cup Heinz Vinegar
$\frac{1}{2}$ teaspoon paprika	$\frac{3}{4}$ cup Wesson Oil

- Combine, shake well in covered jar. Makes 1 cup.

*For a sharper dressing, use $\frac{1}{2}$ cup Heinz Vinegar and $\frac{1}{2}$ cup Wesson Oil.

- Mellow Heinz Vinegars, always uniform in strength, cost so little that it pays to use the very best in your salad dressings.

- Fresher and lighter than any other salad oil, Wesson brings out all the goodness nature puts into fresh greens and vegetables—never hides flavors as heavy oils do.




Heinz Vinegar


Five full-flavored kinds—to make your salads sing!

Wesson Oil

America's favorite salad oil—none finer, lighter, fresher!




18" ELECTRIC



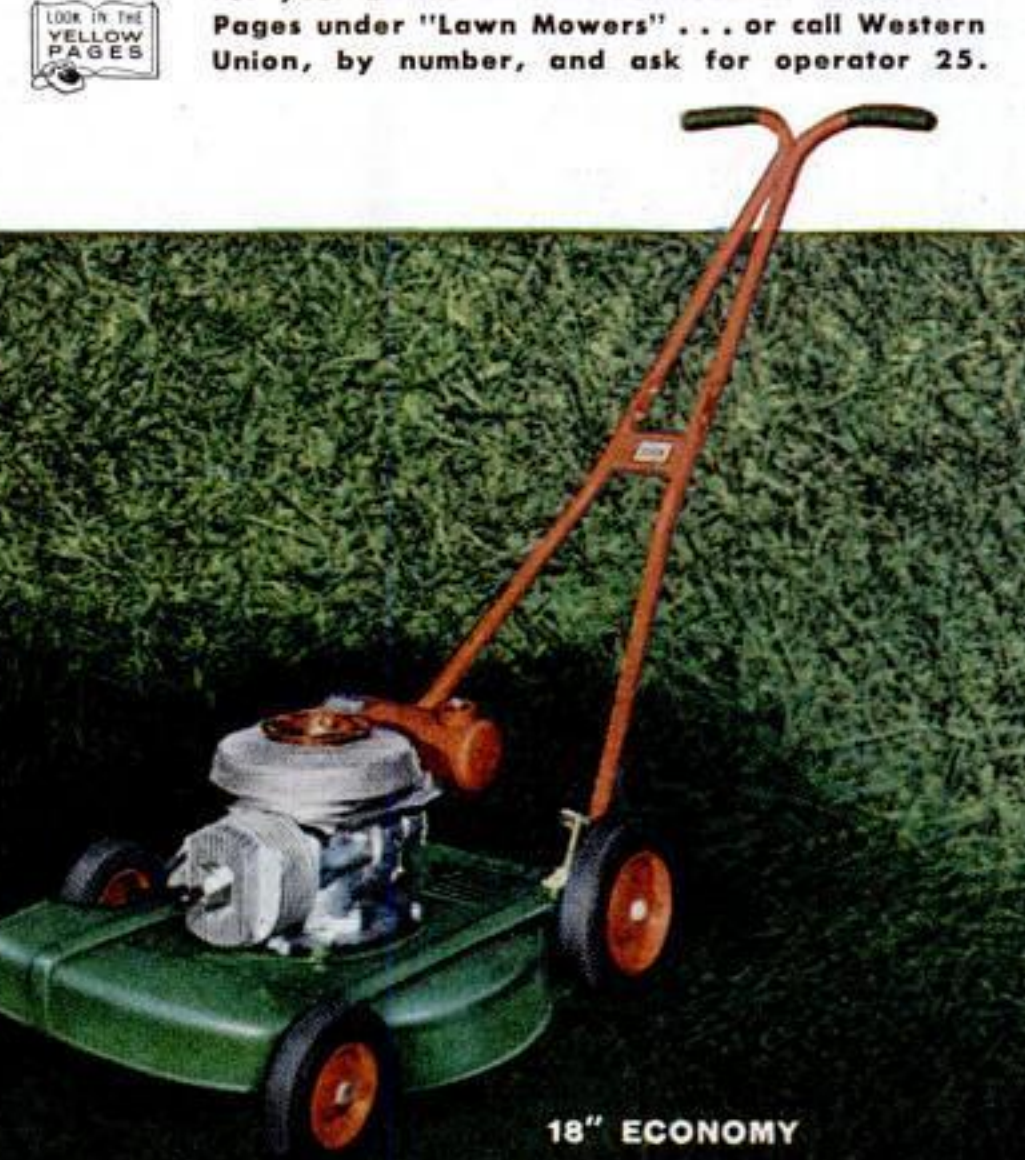
WONDERFUL, SELF-PROPELLED
AUTOMOWERS 18" AND 21"



18" AND 21" DELUXE



18" AND 21" SPECIAL



18" ECONOMY

Pleasure Packed!

New Lawn-Boy Mowers for the smoothest cut, neatest lawns, ever

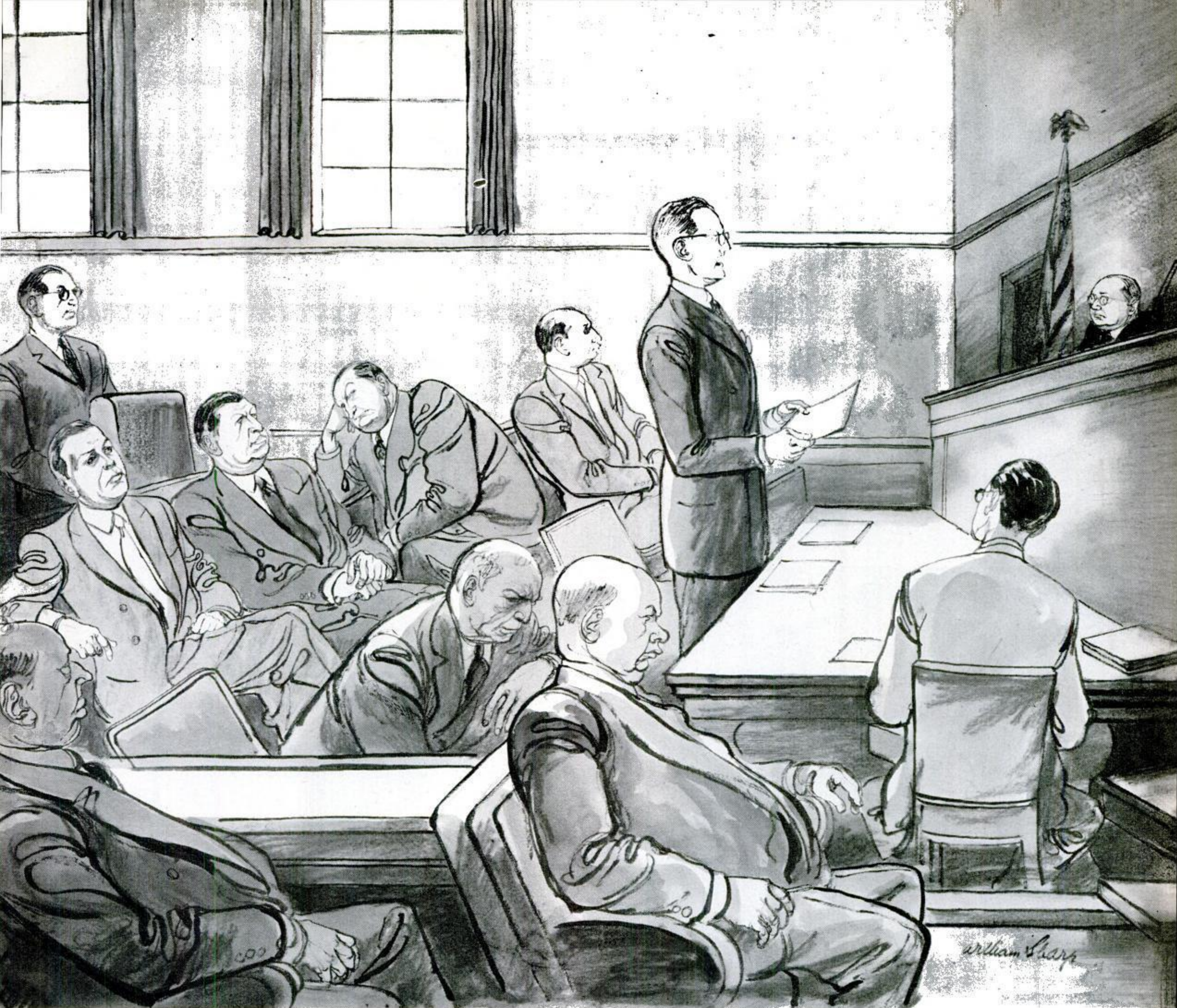
America's most beautiful mowers...the eight 1957 LAWN-BOYS! Each gives that incomparable LAWN-BOY cut...smooth, level, smart-looking! Even problem lawns look better with their first LAWN-BOY cut. Here is *your* power-mower! Starts instantly and easily. Trims close . . . $\frac{3}{8}$ of an inch! Won't scalp. It's aluminum-light and built to take it for years! Join smart, modern Americans who are enjoying LAWN-BOY lawn-luxury. The low prices will amaze and delight you. See your LAWN-BOY dealer today for a free demonstration.

LAWN-BOY

LAWN-BOY, Lamar, Mo. • Division of Outboard Marine Corp., makers of *Johnson* and *Evinrude* Outboard Motors
In Canada: LAWN-BOY, Peterborough, Ontario



For your LAWN-BOY dealer look in the Yellow Pages under "Lawn Mowers" . . . or call Western Union, by number, and ask for operator 25.



DIO'S MOMENT OF TRIUMPH, sketched for LIFE by William Sharp, comes as U.S. District Attorney Paul Williams stands to ask U.S. District Judge William B. Herlands to postpone trial. Behind him are the four defendants: from left,

Dio, Charles Tusso, Theodore Rij, Charles Carlino. Dio's attorney William Kleinman stands at left rear. Attorneys for other defendants are Irving Mendelson, in left foreground, Noah Braunstein, leaning forward, and Lawrence Kovalsky.

COURTROOM SHOW OF GANG POWER

Scared witnesses clam up and Dio escapes trial in acid-throwing case

A shocking show of underworld power was last week played out amid the austere dignity of a federal courtroom in New York City. Smugly awaiting trial was Johnny Dio, born John Dioguardi, labor racketeer who had been accused as the brain behind the acid-throwing attack last April which blinded Labor Columnist Victor Riesel. Now the federal prosecutor had to ask for indefinite postponement of the trial. The anti-Dio witnesses had suddenly refused to testify. They had clearly been scared into silence.

Last August the case against Dio had seemed airtight. The original acid-thrower had been forever silenced, gangster-style, but three accomplices told all and it all pointed to Dio. The witnesses were tried, convicted and sent to prison, but trial for Dio and

three others was postponed because of the difficulty of getting an unprejudiced jury. The wait worked just fine for Dio. In prison, witnesses Domenico Bando (*right*) and Gondolfo Miranti got the message loud and clear that silence was golden, and healthier. Without their testimony at the trial their earlier confessions could not be used.

"This is a case of underworld lockjaw," said the furious judge. He added five years to the sentences of both men. Said the federal prosecutor, "An affront to the national conscience."

Johnny Dio was still in trouble. He faces trial on charges of labor extortion, and the Senate Labor Committee was due in town with many questions about his unsavory influence in the Teamsters union.



TONGUE-TIED WITNESS DOMENICO BANDO PLEADS FIFTH AMENDMENT TO QUESTIONS ABOUT DIO CASE



1911 RAY HARROUN
74.59 m.p.h.



***1913** JULES GOUX
75.93 m.p.h.



***1920** GASTON CHEVROLET
88.62 m.p.h.



1921 TOMMY MILTON
89.62 m.p.h.

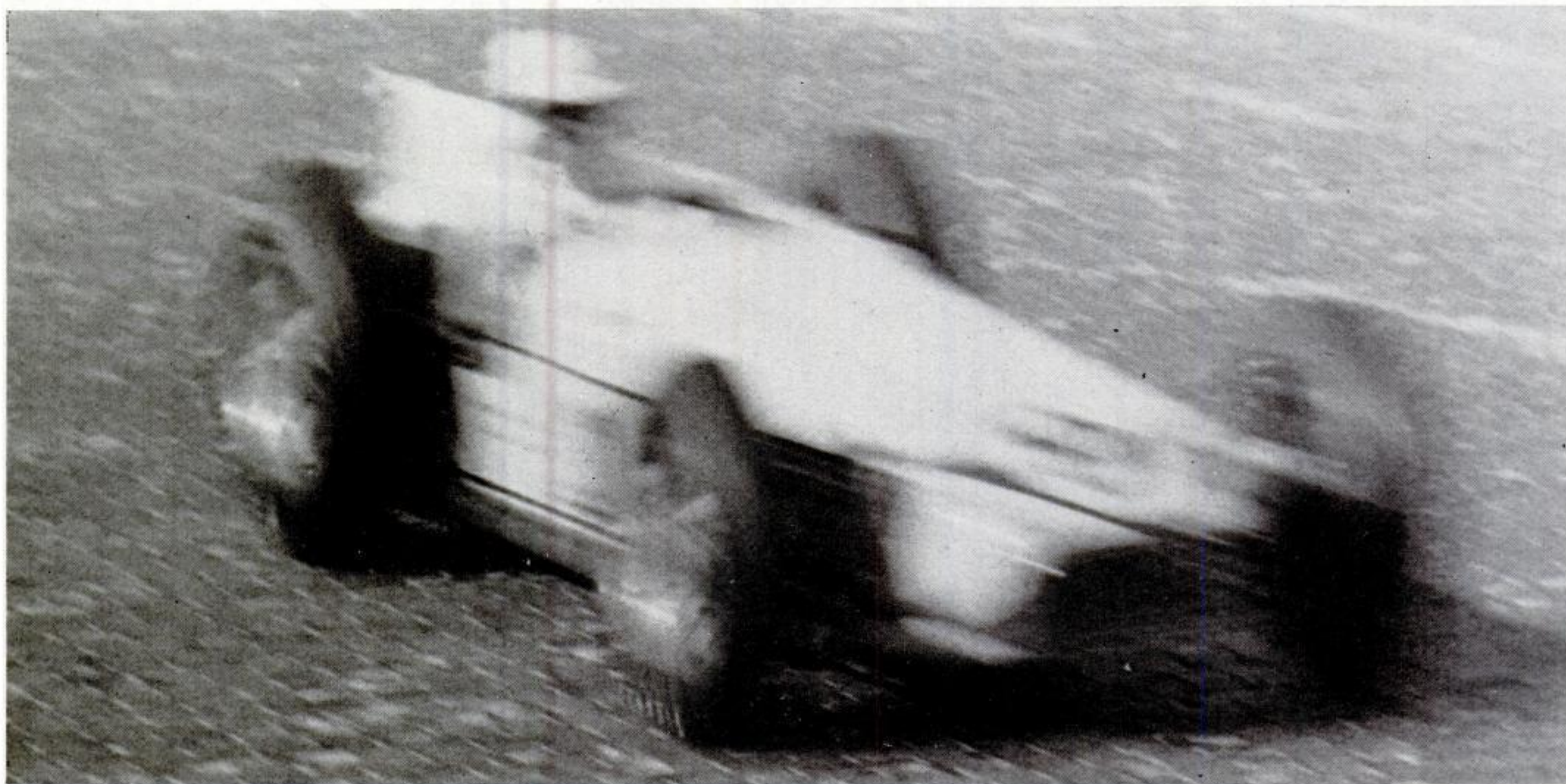


1922 JIMMY MURPHY
94.48 m.p.h.



1923 TOMMY MILTON
90.95 m.p.h.

Again at Indianapolis ... the "Race of Tires"



Sam Hanks, 1957 Indianapolis winner at 135.601 m.p.h., says:

"The pressure gets worse at Indianapolis every year, but I've got to admit that Firestone stays right on top of it. When you run at the speed I did, with the top cars pushing you all the time, you bless Firestone every foot of the way. And another thing, on the highway I have Firestones on my own car, because Firestone knows more about rubber than anybody else in the business."



1930 BILLY ARNOLD
100.44 m.p.h.



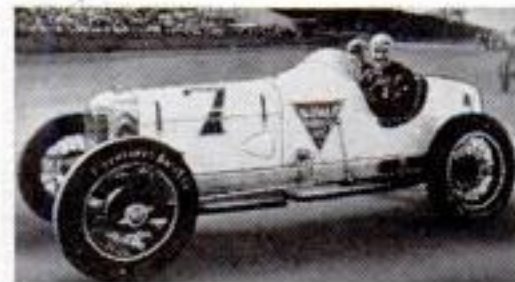
1931 LOUIS SCHNEIDER
96.62 m.p.h.



1932 FRED FRAME
104.14 m.p.h.



1933 LOUIS MEYER
104.16 m.p.h.



1934 WILD BILL CUMMINGS
104.86 m.p.h.



1935 KELLY PETILLO
106.24 m.p.h.



***1946** GEORGE ROBSON
114.8 m.p.h.



1947 MAURI ROSE
116.33 m.p.h.



1948 MAURI ROSE
119.813 m.p.h.



1949 BILL HOLLAND
121.327 m.p.h.



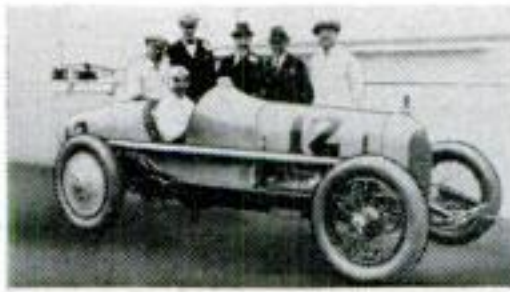
1950 JOHNNIE PARSONS
124.002 m.p.h.



1951 LEE WALLARD
126.244 m.p.h.



1924 L. CORUM, JOE BOYER
98.23 m.p.h.



1925 PETE DE PAOLO
101.13 m.p.h.



1926 FRANK LOCKHART
95.9 m.p.h.



1927 GEORGE SOUDERS
97.54 m.p.h.



1928 LOUIS MEYER
99.48 m.p.h.



1929 RAY KEECH
97.58 m.p.h.

for the 34th consecutive "500" is won on Firestones!

The blazing 500-mile grind around "The Brickyard" is America's supreme test of tire engineering. No laboratory can reproduce its brutal demands on safety and endurance. No one has learned as much from Indianapolis as Firestone. And the proof is this: for 34 successive races all the Indianapolis winners have been on Firestones!

When an Indianapolis driver buys tires he is buying life itself. That's why he puts his money on Firestones. There's a hint in that for the driver of the family car. True, he doesn't give his tires the punishment a race driver does—but he runs them far *longer*! With the family aboard, tire traction, freedom from skidding, and blow-out protection are even more vital.

Why should the Firestone victories at Indianapolis be important to you as a family-car driver? Because *that* 500 miles equals 65,000 miles of ordinary tire wear! Under the fantastic pressures and punishment of the "500," our engineers have learned more about rubber compounding, tread design and cord strength than any laboratory research could reveal. The result: dollar for dollar, Firestone tires, like the new Firestone Nylon "500," are the longest lasting, smoothest running, *safest* tires on wheels! Your family deserves a set. You can buy them on convenient terms at your nearby Firestone Dealer or Store.



Firestone
BETTER RUBBER FROM START TO FINISH

Copyright 1957, The Firestone Tire and Rubber Company



1936 LOUIS MEYER
109.06 m.p.h.



1937 WILBUR SHAW
113.58 m.p.h.



1938 FLOYD ROBERTS
117.20 m.p.h.



1939 WILBUR SHAW
115.035 m.p.h.



1940 WILBUR SHAW
114.277 m.p.h.



*1941 MAURI ROSE,
FLOYD DAVIS
115.117 m.p.h.



1952 TROY RUTTMAN
128.922 m.p.h.



1953 BILL VUKOVICH
128.74 m.p.h.



1954 BILL VUKOVICH
130.840 m.p.h.



1955 BOB SWEIKERT
128.209 m.p.h.



1956 PAT FLAHERTY
128.49 m.p.h.

*NO RACES DURING
THE WAR YEARS



NEW HOLLOWWARE...

by International Stainless...
latest creation of the world's
master silversmiths

A. Sauce Set—Tray and Boat \$9.95 ("Today" Gravy Ladle \$4.75 extra) **B.** 14" Platter—\$9.95, 16" Platter—\$12.95, 18" Platter—\$14.95 **C.** Double Casserole (also used as two separate serving dishes) \$9.95 **D.** Knife, Fork, Spoon—shown here in "Today" pattern: 16-piece starter set for four \$24.95 **E.** Utility Tray—\$6.95

WONDERFUL NEWS for the modern homemaker who wants to grace her table with beautiful (and practical) serving pieces!

Here is the lovely new International Stainless Deluxe Holloware...in the sophisticated modern pattern called TODAY...made to go with famous International Stainless flatware.

Notice the graceful coupe-shape design of the utility dish and the platters and the hand-polished satin finish International gives all of this lovely holloware.

Each individual piece is created and sculptured with the same flawless craftsmanship that goes into the making of fine silverware.

International Stainless Deluxe Holloware is durable and sturdy, too. Easy to clean, never needs polishing, doesn't rust, tarnish or stain in normal use. You *never* have to baby it.

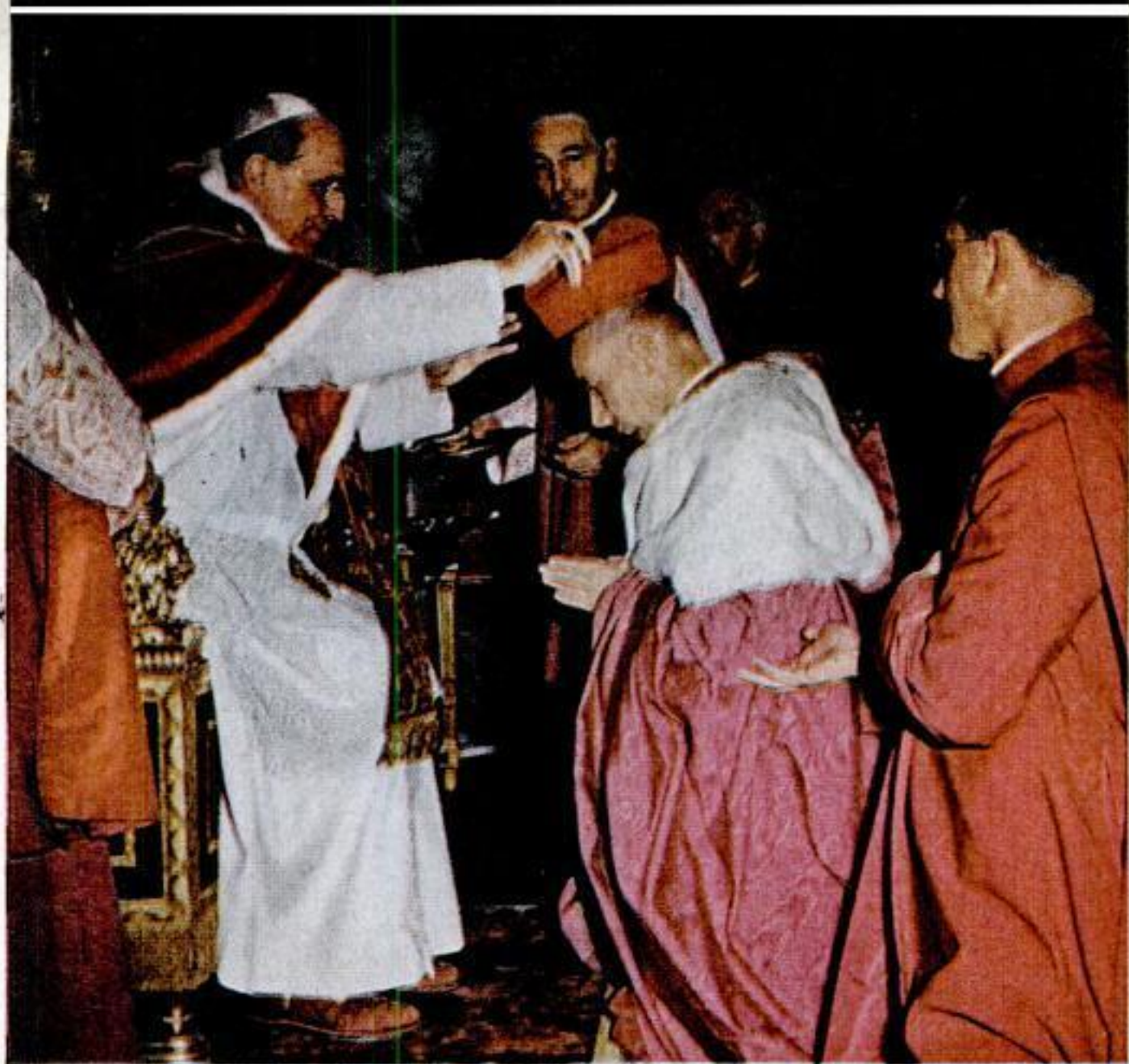
And of course, because this holloware is made by International—*here in America*—it is proudly offered as the finest stainless holloware available. Nothing like this has ever been offered at comparable prices.

SPECIAL! UTILITY TRAY, shown above, at a special "get-acquainted" saving; regular price will be: \$6.95, offer price: \$4.95. Offer expires July 31, 1957. At most fine jewelers' and department stores.

International Stainless

Mastercrafted in steel by The International Silver Company

International
sets the
loveliest tables
in America



THE BIRETTA, whose corners symbolize Father, Son and Holy Ghost, is placed by Pope Pius on the cardinal, who wears ermine-trimmed cloak of his office.

A HERO GETS A RED HAT

Although Stefan Cardinal Wyszynski of Poland has been a prince of the Catholic Church since 1953, he could never go to Rome to receive the symbols of his office. At first he feared Communist exile if he left his see. Later he was jailed for three years. But last month, free again and leading his church in a delicate live-and-let-live arrangement with the "nationalist" Communism of Wladyslaw Gomulka, the cardinal finally arrived at the Vatican. There he received from Pope Pius the biretta and the red hat ritually signifying the "cardinal's rank you must fill intrepidly"—the manner in which the steadfast Wyszynski had already been filling his post.

THE RED HAT, called a "galero," is bestowed after the biretta as the Pope intones, "In praise of God omnipotent and of the holy apostolic faith. . . ."



THE MIGHTY CHRYSLER

Most glamorous car in a generation



CHRYSLER SARATOGA 2-DOOR HARDTOP, GOWNS BY GASTON MALLET

YOU'LL LOVE THE WAY IT HONORS AND OBEYS YOU!

Whatever you wish, the Mighty Chrysler says "I do."

If you want the most beautiful styling in the world — you've got it! If you want the most comfortable ride on the road — it's yours. If you want the utmost in motoring luxury — the Mighty Chrysler delivers it proudly — every luxurious mile.

Just ease its sleek, Flight-Sweep lines into traffic — and see. Glide anywhere with new ease, cradled by a new Torsion-Aire suspension that makes motoring smoothly different from all others. Enjoy the turn-pike muscle of its up to 325-hp engine . . . the hair-trigger response of its TorqueFlite transmission . . . the versatility of its

athletic balance on turns and corners. This, at last, is *driving!*

From this day forward, there's no reason why Pride and Pleasure cannot be your constant driving companions. Take the Mighty Chrysler out for a drive, fall in love, and take off on a honeymoon that stretches into the future for mile after glorious mile! Your Chrysler dealer can make this dream come true—see him today!



GIRL (FOREGROUND) WATCHES COP PUSH CAPTIVE

LE FLIC, LA FILLE, LE FALL

In Paris, the capital of Gallic gallantry, it is to be expected that *flics* (policemen) will not wrestle *filles* (girls). However, in Paris as elsewhere spring is a season perilously fraught with the unexpected.

Recently students at the Sorbonne, perhaps imbued with the spirit of spring, rioted because a strike in a state-owned student restaurant had cut them off from their cheap lunches. As was usual in such cases, the *flics*

got busy throwing the riotous boy students into paddy wagons. But when a girl student ignored a *flic's* order to "*Allez, allez!*" (beat it), the *flic* lost his temper.

The unusual result, as shown in this sequence of pictures, was disarray for the *fille* and disaster for the famed *politesse* of France. Even worse, it was a disaster for the dignity of the law, for, in his reckless departure from Parisian chivalry, the *flic* lost a fall to the *fille*.



AFTER GIRL REFUSES TO MOVE ON, COP TRIES TO RUSH HER OFF. BUT SHE DIGS HEELS INTO STREET AND FALLS. THEN SHE SWINGS ARMS, GRABS COP BY LEGS



COP FLOPS, LOSING HIS CAP AND SHOE BEFORE OTHER COPS AND A WOMAN COME TO AID COMBATANTS



FINALLY GIVEN UP BY THE COP, THE GIRL FALLS INTO A FAINT



You

Remember that refreshing
'after-the-dip' feeling?

can feel like this... when you refresh with Milk

Milk is refreshment that lasts,
the pickup that *keeps* you picked up—
your energy and spirits renewed
and refreshed by milk's natural sugar,
minerals and proteins.

Have a glass of milk at mid-morning,
with the kids after school,
at bedtime.

Doesn't it taste good? And doesn't
it make you feel great?

June's best buys are dairy foods



June is the time
when all nature is smiling;
the time when dairy pastures
are lush and green.
And so it's the month to enjoy
extra values in healthful dairy foods.
Watch for special dairy month
features throughout June.

Drink 3 glasses every day!

You never outgrow your need for milk!

AMERICAN DAIRY ASSOCIATION • Chicago

Representing the dairy farmers in your area

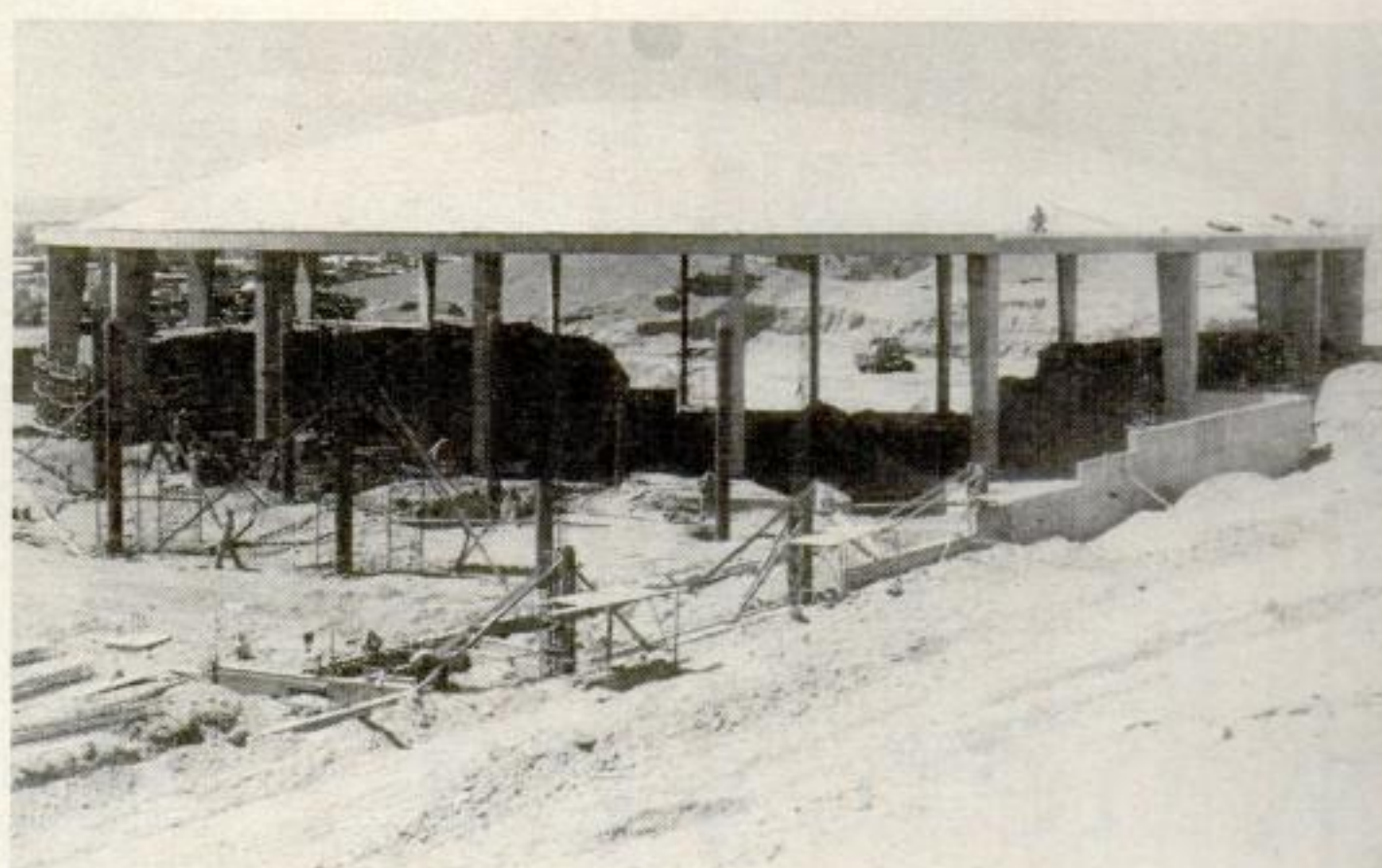
See "Disneyland" on ABC-TV



© 1957 AMERICAN DAIRY ASSN.



HILL IN PLACE supports dome's lower section, poured right on packed earth. Cranes lift cement to carts for top section. To rear is city's business section.



HILL REMOVED exposes the columns, which had been built in trench, and the dome, now 62 feet above the floor at its center. The dome took 10 days to pour.

MOUND-MADE AUDITORIUM

When Albuquerque, N. Mex. set out to erect a civic auditorium, the designers found it made sense to make the old gag come true about building a house from the roof down. The site included a hillock about half as tall as the arena's planned dome. Accordingly, the hill was built up and smoothed to the dome's contours and the concrete poured. When the concrete had set, the hill was dug out from under, leaving a dome 218 feet across. Pleased citizens then gathered (*below*) to dedicate the million-dollar building that would have cost far more had it been routinely built from the ground up.



COMPLETED BUILDING can be used for theater, concerts, sporting events. Dome is five inches thick

at center, two feet thick at edges. Wings include smaller meeting rooms and banqueting facilities.

BENEATH THE GREAT DOME, A NEAR-FULL HOUSE TURNS OUT FOR AUDITORIUM'S DEDICATION CEREMONIES. THE AUDITORIUM CAN HOLD 6,500 SPECTATORS





FRONT: THE SCREWDRIVER, (VODKA IN ORANGE JUICE) . . . REAR: VODKA IN GINGER ALE • VODKA COLLINS • VODKA IN GRAPE JUICE • VODKA AND TONIC.

HOW MANY SWALLOWS MAKE A SUMMER? Don't give it a thought; *just make sure the swallows are delicious.* Into a glass of your favorite fruit juice, your best-liked soft drink, pour a jigger of Smirnoff Vodka. Or, make your Collins with it; or the popular Vodka-and-Tonic. You'll be amazed. For Smirnoff adds a certain something to summer drinks without changing their well-loved flavors. Caution: make sure you use smooth, mellow, flawless Smirnoff Vodka, standard of the world since 1818.

the vodka of vodkas

Smirnoff
THE GREATEST NAME IN **VODKA**



80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIV. OF HEUBLEIN), HARTFORD, CONN., U. S. A., FRANCE, ENGLAND, MEXICO.

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stay
Christmas-cool with
Durene*

the supreme cotton yarn
that feels better!
wears better!
looks better longer!

THE PROFESSOR SAYS: The educated choice for summer comfort is knitwear of Durene *mercerized* yarn. Durene not only looks better, washes better and wears better... it also gives you *more comfort* all day long, all year long, than ordinary cotton yarn and all man-made fibers. That's why it pays to insist on a Durene label in:

POLO SHIRTS FOR BOYS AND GIRLS. The Durene label means they're shape-retaining, give added months of smart wear, keep their smooth good looks.

MEN'S AND BOYS' UNDERWEAR. Because Durene absorbs and evaporates moisture quickly, active fellows find it a cool blessing for sports or chores.

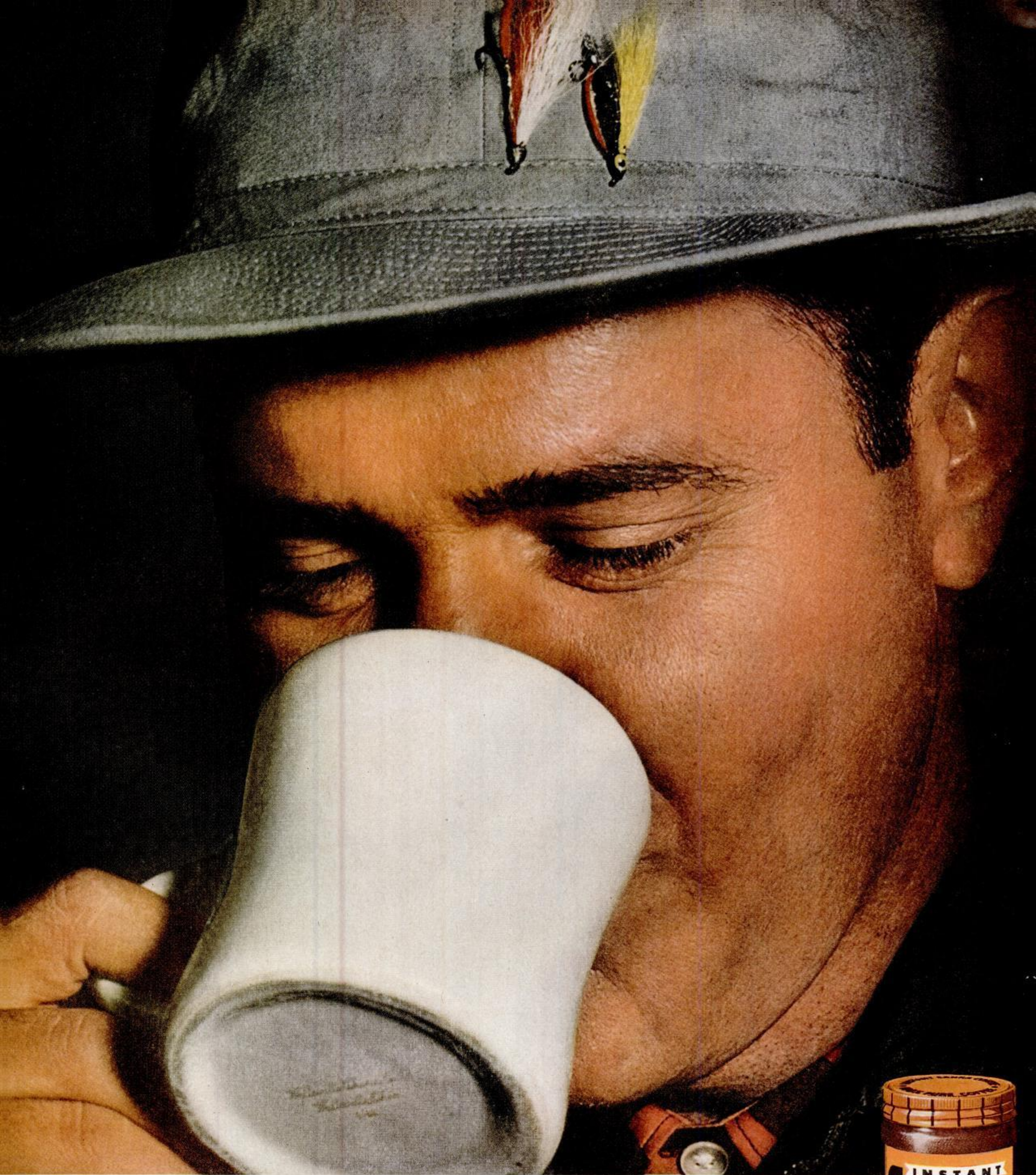
BABY KNITS. Wash easily and thoroughly... stay soft and smooth to tender skin, dunking after dunking, thanks to Durene's super-washability.

MEN'S AND BOYS' SOCKS, GIRLS' ANKLETS. Durene helps safeguard the health of growing and grown-up feet. It helps keep skin dry, doesn't cramp or bind.

Available in quality knitwear by many makers... for all members of the family... in stores everywhere, or write:

Durene Association of America,
350 Fifth Avenue, New York 1, N. Y.

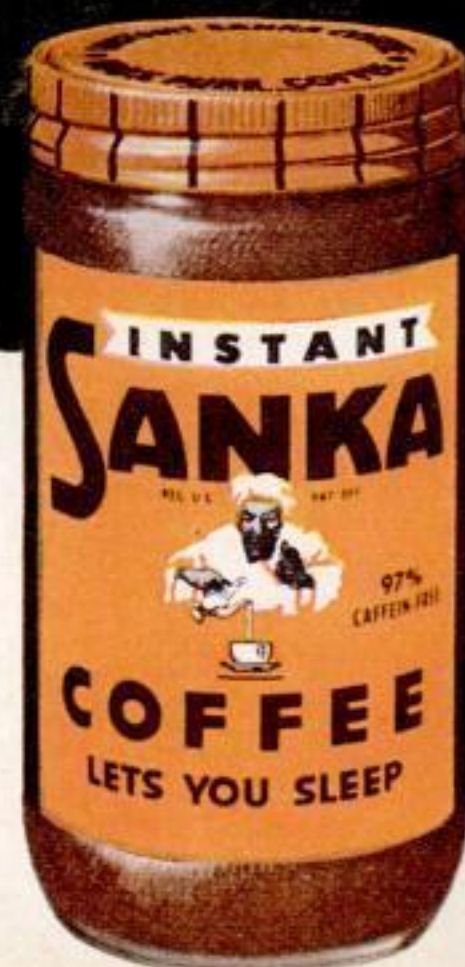
*Reg. U. S. Pat. Off. The trademark for combed, mercerized cotton yarn that must meet the high Quality Control standards set by Durene Association of America.



Drink this hearty coffee as strong as you like...

It still can't get on your nerves! Drink as many cups as you like ... as often as you like ... Sanka still can't make you jittery or keep you awake. All pure coffee. 97% caffeine-free.

NEW INSTANT SANKA COFFEE



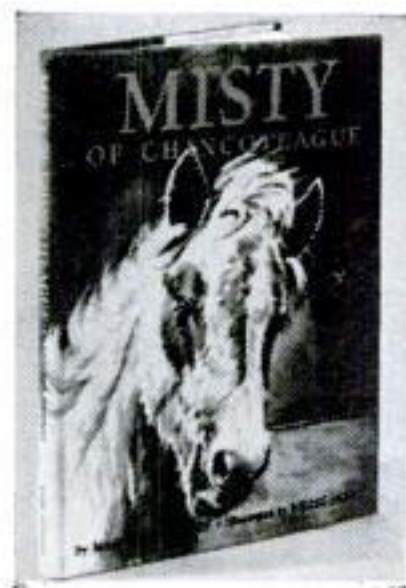
A fine coffee from General Foods.
Copyrighted material



WAYNE SCHOOLCHILDREN, GIVEN A HOLIDAY ON DAY OF MISTY'S DEPARTURE FOR CHINCOTEAGUE, FLOCK AROUND THEIR FAVORITE FOR A LAST FAREWELL

Misty Goes Back Home

ISLAND RECLAIMS LITERARY PONY



MISTY ON BOOK

Ten years ago Marguerite Henry, a writer of children's books, visited Chincoteague Island off the coast of Virginia to watch the annual roundup of wild ponies whose ancestors, reputedly, were left in that desolate spot by Spanish galleons. Mrs. Henry fell in love with a week-old colt and had it shipped to her home in Wayne, Ill. "Misty," as she was named, became a town pet and later the most famous pony in America when Mrs. Henry made her heroine of *Misty of Chincoteague* (Rand McNally). A story about two children who tame the untamable ponies, the book became a half-million-copy best seller. This spring, so that she could be bred among her own, Misty, now thoroughly tamed, was sent back to wild Chincoteague.

FROM BACK OF HER VAN MISTY NUZZLES MRS. HENRY FOR LAST TIME →





HAGGAR Slacks

Dad LIKES TO
RELAX
IN HAGGAR SLACKS

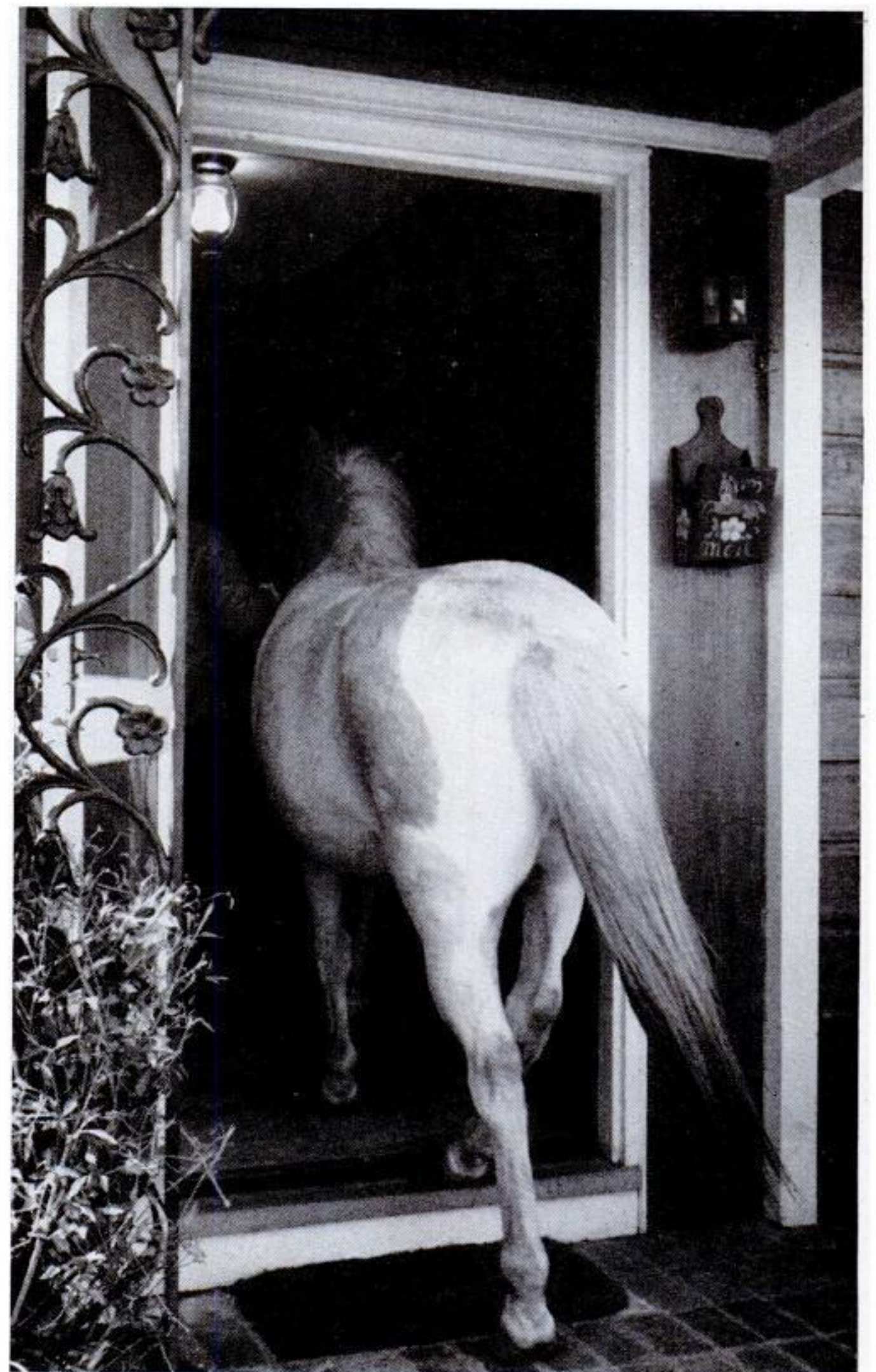
Whether Dad's barbecuing, golfing, or just plain loafing — he'll look better, feel better in cool, comfortable Haggars Slacks. Fine fabrics means lasting neatness . . . beautiful tailoring means perfect fit. Give Dad Haggars Slacks for Father's Day. \$6.95 to \$20.00.

FLITEWEIGHT
Wash and Wear
65% Rayon 35% Dacron

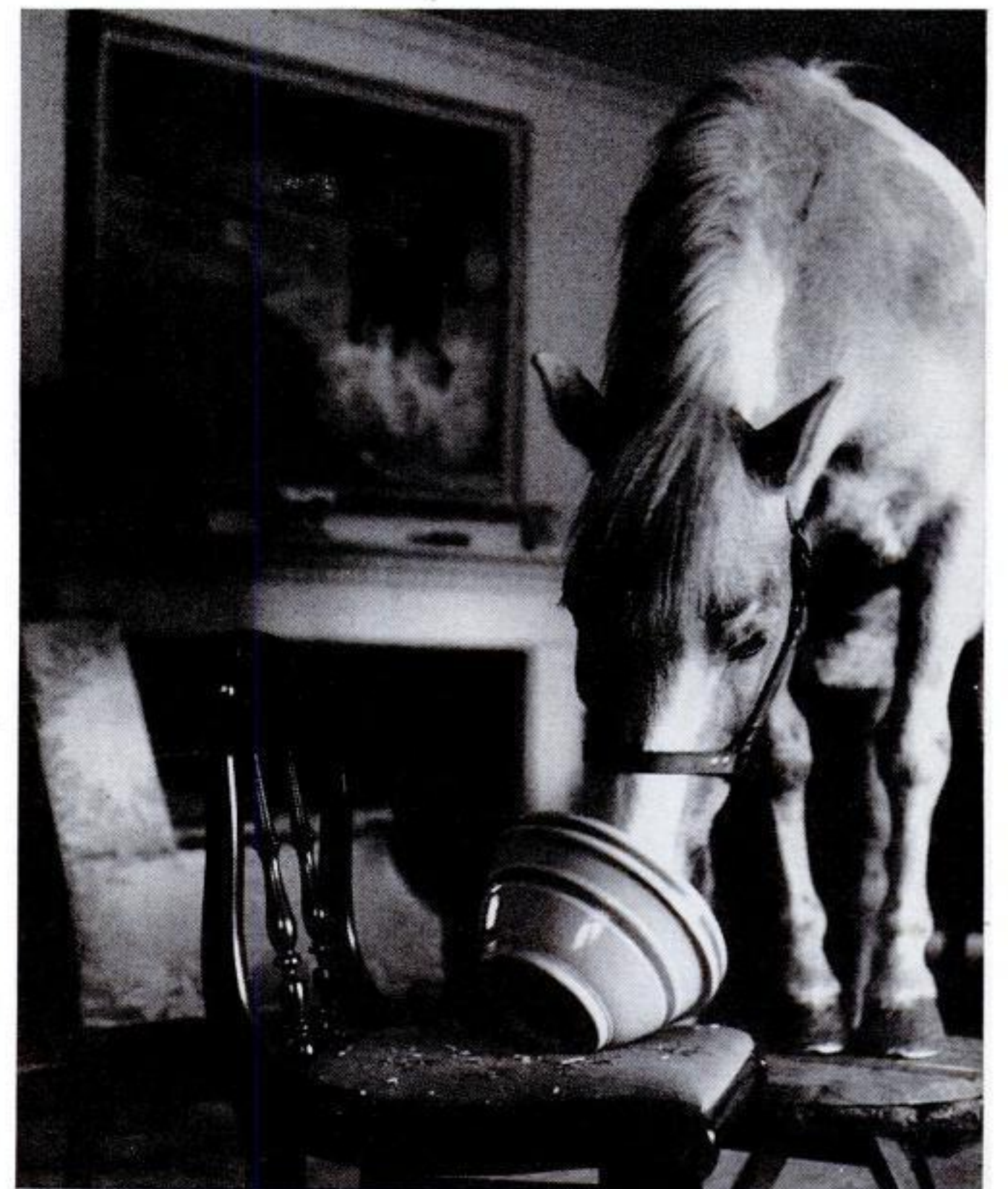
Haggars Wash and Wear Slacks are light, cool, comfortable! They're wonderfully washable and need little, if any, pressing. Haggars Wash and Wear Slacks from

\$6⁹⁵ to \$10⁹⁵

HAGGAR COMPANY • DALLAS



THROUGH THE FRONT DOOR of Henry house in Wayne goes Misty for farewell breakfast. She is invited in only for Thanksgiving and Christmas.



FAREWELL FODDER for Misty consisted of a combination of oats and 50 lumps of sugar. Her publisher sent her a fancy \$20 wreath of carrots.



"Super-7" Clippers are the world's fastest and quietest over-ocean airliners.

Don't envy them...GO !

Oh, those lucky people—off on a BIG DAY by "Super-7" Clipper! Next stop: London? Paris? Hawaii?

For people who just can't wait to start their vacations, nothing equals Pan American's giant "Super-7" Clippers*—Douglas-built DC-7Cs—fastest over-ocean airliners in the world.

And *speed* is only part of the beauty of Pan Am's "Super-7s." Whisper across the aisle; you can be heard. It is remarkably quiet, thanks to triple-thick windows and extra soundproofing . . . coupled with

the fact that the engines are mounted five feet farther away from the cabin. With radar to probe the weather 150 miles out front, your "Super-7" flies the smoothest, fairest weather routes.

No other airline in the world comes close in size to Pan Am's mighty fleet of DC-7Cs. Out of a grand total of 77 weekly flights to Europe, 41 are "Super-7s"; out of 41 to Hawaii, 23 are "Super-7s." They're yours on tourist-fare *Rainbow* and first-class *President* service. Call your Travel Agent or Pan Am.

WORLD'S MOST
EXPERIENCED
AIRLINE

**PAN
AMERICAN**

®TRADE-MARK, REG. U.S. PAT. OFF.

3 CHEERS FOR THE RED, WHITE
AND BLUE...THE NEW CLASS IN CARTONS!

CHESTERFIELD KING GIVES YOU
EVERYTHING!... MAJESTIC LENGTH,
(THAT'S LONG BROTHER) AND THE
SMOOTHEST NATURAL TOBACCO
FILTER TODAY BECAUSE IT'S PACKED
MORE SMOOTHLY BY **ACCU-RAY**!

REVEL IN A ROYAL
CARTON TODAY!...
KING OR **REGAL**
REGULAR...**SWITCH**
IT'S WONDERFUL!

SMOKE LIKE YOUR PLEASURE **BIG?**
CHESTERFIELD

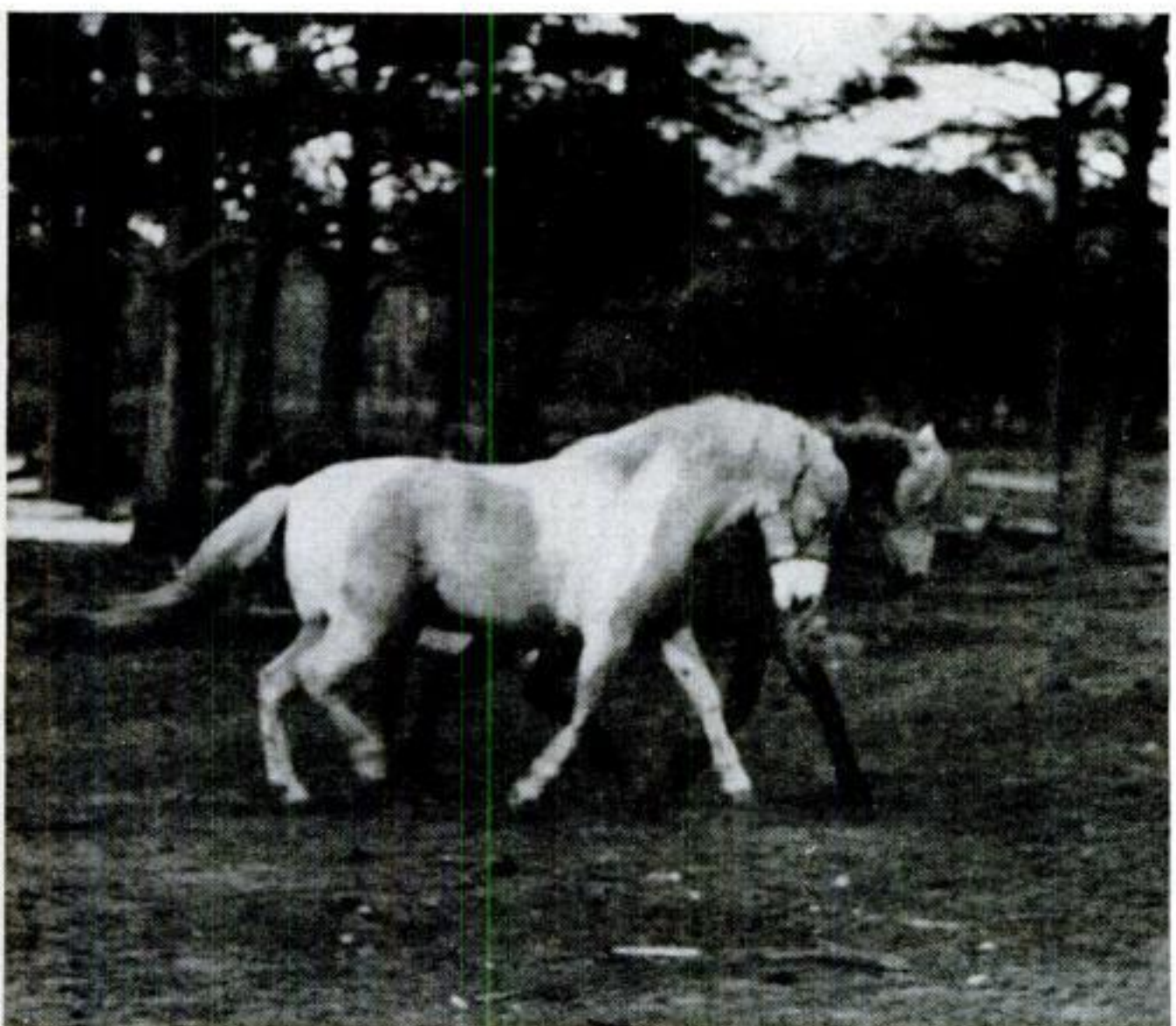


© Liggett & Myers Tobacco Co.

GET MUCH MORE OF WHAT YOU'RE SMOKING FOR!



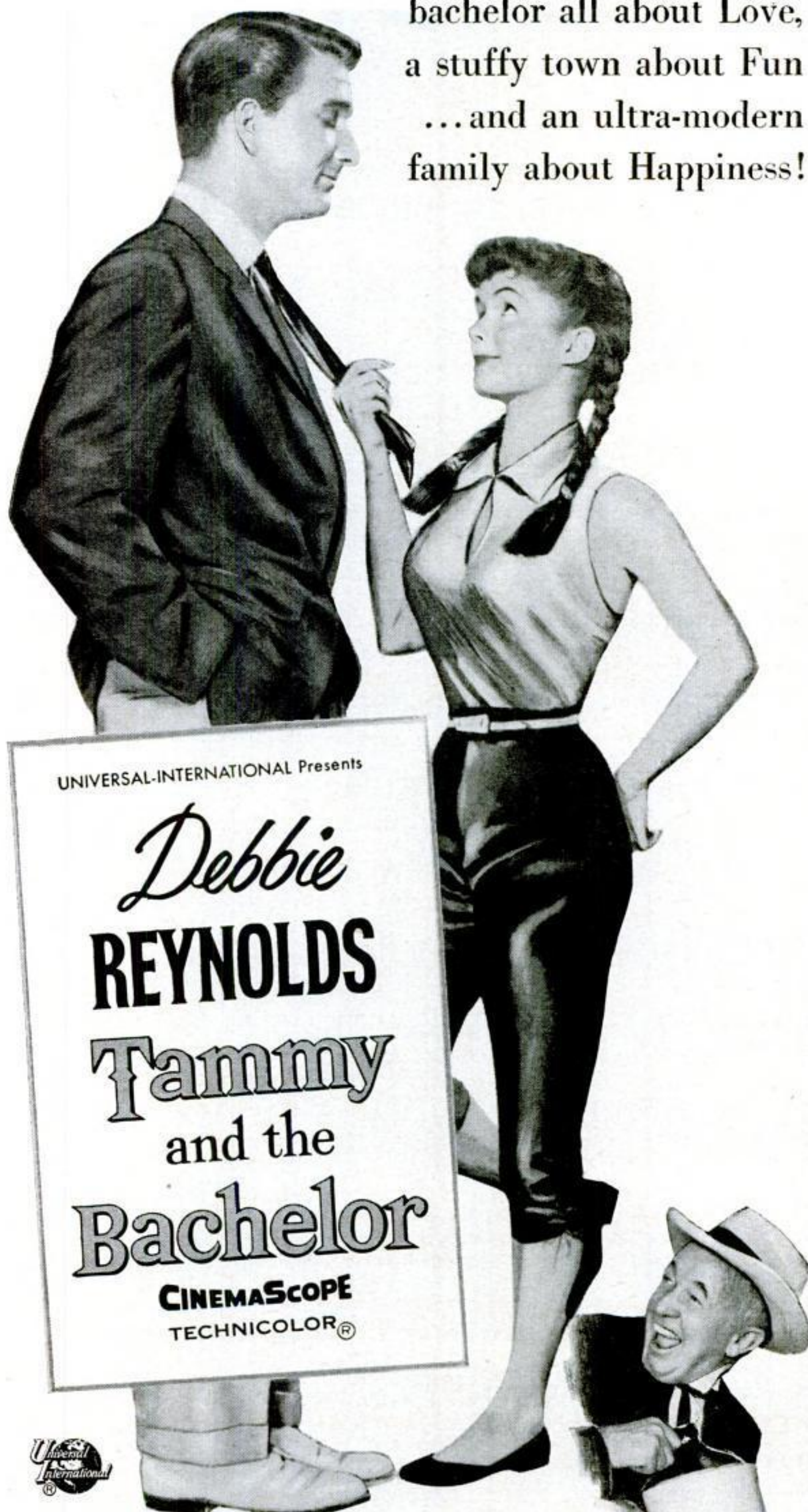
SAYING GOODBY, Misty's mistress holds up dachshund, Alex of Jandelo, a good friend of Misty's and cover boy of another Henry book, *Wagging Tails*.



BACK ON THE ISLAND, Misty, still wearing a halter of domestication, starts to get reacquainted with unliterary friends of Chincoteague childhood.



All about a little Mississippi riverboat gal who taught a sophisticated bachelor all about Love, a stuffy town about Fun ...and an ultra-modern family about Happiness!



co-starring

LESLIE NIELSEN · WALTER BRENNAN



MALA POWERS · SIDNEY BLACKMER · MILDRED NATWICK with Fay Wray


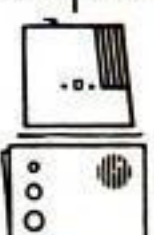


Directed by JOSEPH PEVNEY · Screenplay by OSCAR BRODNEY · Produced by ROSS HUNTER

SEE IT SOON...FOR AN EXCITING NIGHT OUT AT YOUR MOVIE THEATRE

Here's **Hi-Vi*** for '58 with a new Sleek, Slender Profile!

HOTPOINT CREATES A KIND OF PORTABLE TV

New shorter 110° picture tube looks like this 
instead of this  ...Saves space

 ...Makes this new Hotpoint Portable TV
shorter than ever before  ...and pounds
lighter. Different-shaped screen   gives

you 12½% more picture! New improved tuner gets
better reception, with sharper contrasts! "Pop-
up" antenna hides away inside set. Result: Sleek
new elegance, dramatic new picture realism,
and bigger screen—in a shelf-size cabinet! Makes
yesterday's TV old-fashioned! That's Hotpoint's
new kind of Portable Hi-Vi*TV! Your dealer has
'em—4 models to choose from at low prices now!

**Hi-Vi stands for "high" and "vivid"—Hotpoint's new high in vivid picture and sound!*

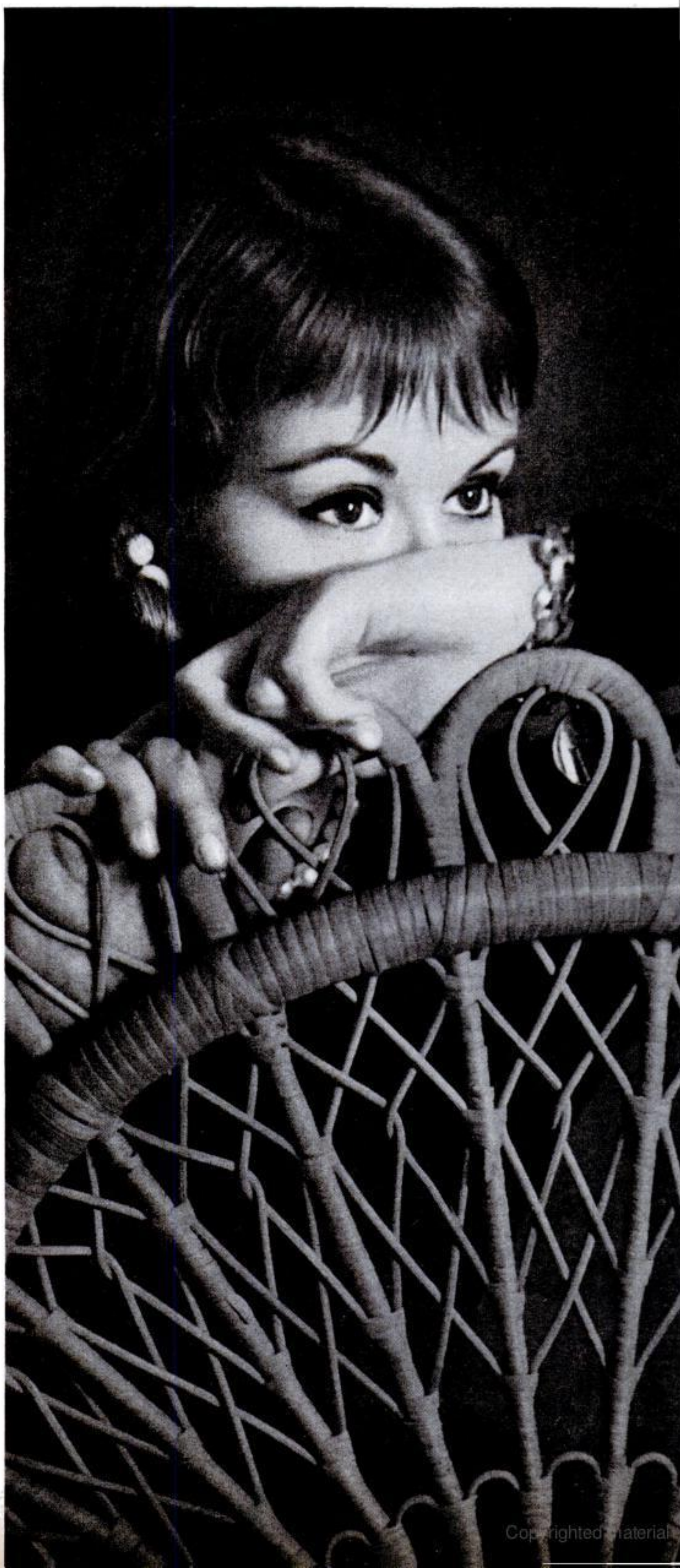
ALL THIS IS NEW IN HOTPOINT'S '58 PORTABLE TV LINE!

Built-in pop-up antenna, for both VHF and UHF! ★ Scientifically tinted safety window for better contrast, now removable for cleaning! ★ High-impact plastic front! ★ Strong, extra-light aluminum cabinets! ★ Steadier picture, sharper definition! ★ "Automation-built" for fewer service calls! ★ Reduced interference! Automatically tunes in best sound with best picture! ★ Cooler operating temperature for longer and better trouble-free performance!

Hotpoint Hi-Vi TV

HOTPOINT CO. (A Division of General Electric Company), 5600 W. Taylor St., Chicago 44, Ill.

Hotpoint Hi-Vi TV preferred and used throughout
by the new Cadillac Hotel in Miami Beach, Florida



BRAND NEW

(makes yesterday's TV old-fashioned)



14-inch over-all diagonal (108 square inches of viewable picture area).
Two models, in choice of 2-tone color combinations. Shown: Model 14S206.

17-inch over-all diagonal (154 square inches of viewable picture area). One of two big-screen Hotpoint Portables for '58. Shown: Model 17S305.



HI VI

How to know and control all these common insects:



Cabbage Looper

WORMS Cabbage looper chews cole crops. The similar *cabbage worm* hatches from eggs laid by little white butterfly. Malathion kills both. Leaf miners, caterpillars, too. Protect all vegetables with regular malathion sprays. Many brands also come in handy dust gun.



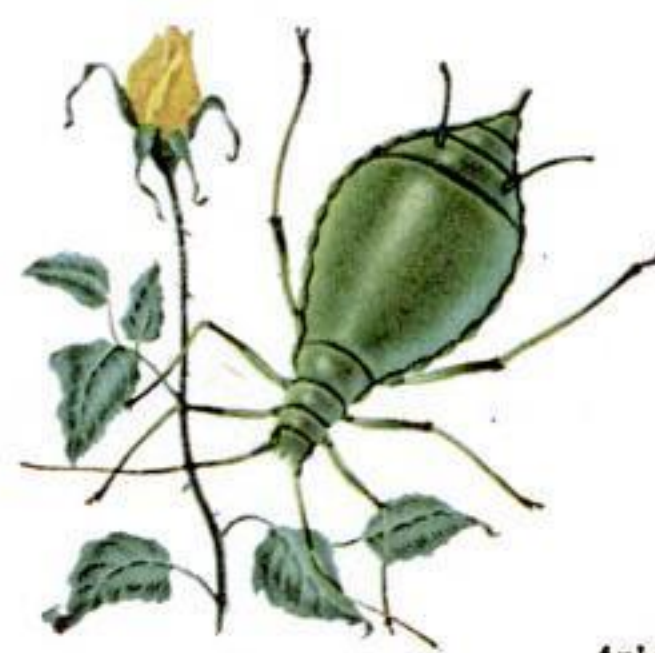
Gladiolus Thrips

THRIPS Tiny. They hide between, whiten and deform petals. Several species damage roses, many other ornamentals and vegetables. Malathion kills thrips, protects all flowers from all major pests. All leading manufacturers offer malathion insecticides.



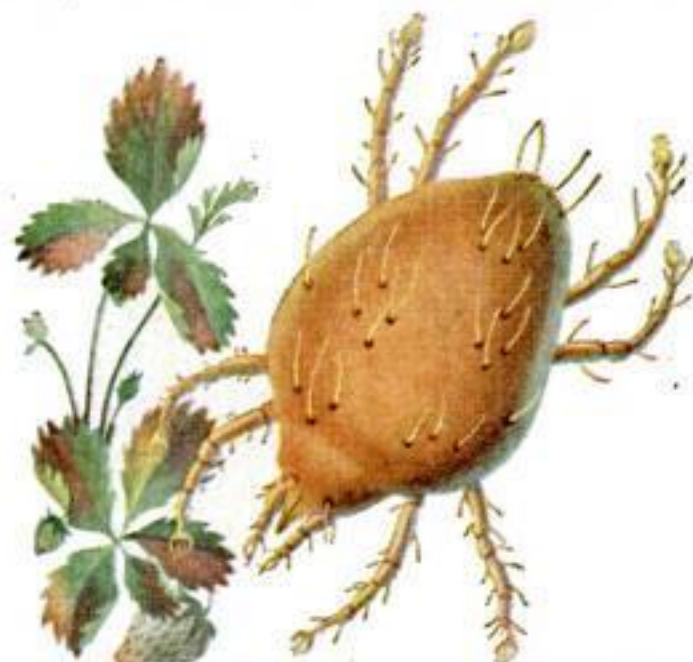
Japanese Beetle

BETLES Japanese beetle winters as grub under lawn, ruins ornamentals during summer. Many kinds of beetles chew up flowers, vegetables, fruits. To control all major pests—beetles, aphids, mites, mealybugs, etc., use malathion *regularly* in any sprayer or duster.



Aphid

APHIDS (Plant lice) Probably the most common garden pest. They're soft-bodied, occur in many species, many colors, with and without wings. They deform buds, "cup" leaves, exude sticky "honeydew". Aphids build up fast, so use malathion promptly.



Red Spider Mite

MITES Tiny members of the spider family, they have eight legs instead of six. To find mites, look closely *under* leaves. Various species attack most plants, "bronze" foliage. The U.S. Dept. of Agriculture has OK'd malathion for use against 80 destructive pests.



Codling Moth

FRUIT WORMS Eggs laid by codling moth on fruits hatch into tunneling worms. Malathion protects tree and small fruits from fruit worms, scales, leaf rollers, aphids, mites, etc. Farmers have used *thousands of tons* to grow the quality produce you select at market.



Leafhopper

LEAFHOPPERS Many species of this lively pest cause yellow spots, "burned" areas on foliage and blooms. They spring away when disturbed. Attack practically everything. *Whatever* you grow, malathion will solve the insect problems you're likely to encounter!



Oyster Shell Scale

SCALES Barnacle-like, scales pick spot, dig in to stay. They disfigure fruit, leaves, limbs, feed on plant juices. Various scales attack ornamentals, fruits, and shade trees. Their natural armor makes them hard to control—except with malathion. Spray *thoroughly*.



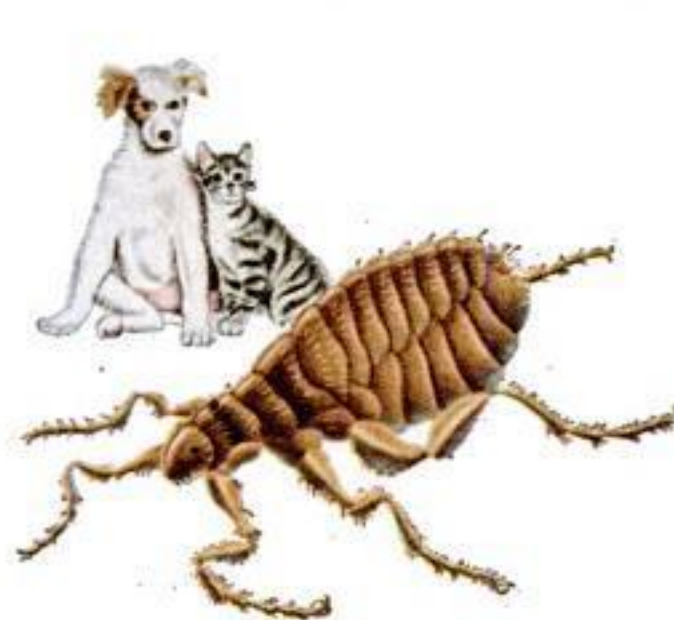
Mosquito

NIGHT FLYING INSECTS Authorities are spraying whole towns with malathion to eliminate mosquitoes, including DDT-resistant strains. All *you* need do is spray patio or porch, nearby lawn and bushes. You'll also control moths, leafhoppers, other pesky nightfliers.



Housefly

FLIES Malathion is by far the most effective fly killer you can use around your home. One application actually *keeps killing* flies 2 to 4 weeks, including DDT-resistant strains! Spray barbecue area, patio, garbage containers—wherever flies congregate and breed.



Flea

INSECTS ON PETS Malathion in sprays or dusts kills these savage biters, keeps your pets happy. Treat both animal and its quarters to prevent reinfestation. Use any garden-type sprayer or duster. If animal runs free, retreatment now and then may be necessary.



Silverfish

INDOOR PESTS Silverfish eats wallpaper, book bindings, laundry starch, hides in warm dark places. Paint malathion on baseboards and floor around kitchen, laundryroom, basement. Keeps killing for weeks. Controls ants, roaches, earwigs, other unfriendly visitors.

One insecticide protects your whole garden
... kills flies, mosquitoes, indoor pests, too!

MALATHION

PUTS THE KILL IN MANY BRAND NAME INSECTICIDES ... Solves the problem of *what* to use against *which* insect. Check the label for the name MALATHION. American Cyanamid Company, 30 Rockefeller Plaza, New York 20, N. Y.

CYANAMID

LOOK FOR MALATHION ON THE LABEL OF EMULSIONS



DUST GUNS



PLASTIC SQUEEZE BOTTLES





STOCKTON, CALIF. Cindy Dawson, a junior at the College of the Pacific, wears checked skort and a sleeveless shirt for a tandem bicycle ride with

classmate Dave Wohlgenuth. Skorts are not bulky, easy to get into since skirt and matching pants are attached to one waistband, have a single zipper up back.

Snappy Skort, New for Sport

A COMBINATION SKIRT AND SHORT SCORES A CROSS-COUNTRY SUCCESS

Fashion has given the English language a new word to contend with: "skort," a hybrid garment consisting of a mid-thigh-length pleated skirt with a matching pair of short bloomers attached underneath. Launched this season by the J. C. Penney stores simultaneously in such far apart communities as Columbia, S.C. and Stockton, Calif., it has proved an instant success with girls who like the comfort of shorts but the becoming appearance of skirts. The skort's abbreviated length requires a passable pair of legs but its perky accordion pleats are kinder to the female hips and posterior than traditional shorts.

Enthusiasts have taken up skorts for everything from active sports to household chores. They come in 15 colors and patterns, cost \$2.98 and can be worn with almost any top. Their bare-legged summer form will undoubtedly be followed by fall versions to be worn with long wool stockings.

KALAMAZOO, MICH. Splashy print skort is modeled for employees and early morning shoppers at J. C. Penney. First shipments sold out the first day.

CONTINUED



give DAD
the luxury hairdressing in
handsome squeeze flask



Suave[®]
FOR MEN

controls hair more naturally,
truly greaseless! In alligator-grain
squeeze flask. Handy. Unbreakable!

\$1 plus tax. Travel size 60¢

SKORTS CONTINUED



SALT LAKE CITY. High school students wear their skorts in checks and in plain colors for a beach party on the shore of the Great Salt Lake.



SOUTH BEND, IND. Girls from 7 to 10 years old wear small-size editions of the skorts. Children's tops range from tailored T-shirts to blouses.

CONTINUED

BEST for cooking with cheese **REYNOLDS WRAP**

For indoor favorites like macaroni-and-cheese, line the baking dish with Reynolds Wrap, to save scouring. For outdoor cooking (recipes below), always lay Heavy Duty Reynolds Wrap over the grill—to hold your foods safe and clean. Punch holes in it at random with a fork to let charcoal flavor through—keeping your fire medium hot. And put Reynolds Wrap under the briquets, too. It reflects the heat up—so you use much less fuel.



CHEESE OUTDOOR BROIL

Cheeseburgers: Place patties of seasoned, lean chopped beef on Reynolds Wrap and grill one side. Turn and spread with chili sauce. As other side browns, top with slice of process cheese. Continue grilling until cheese melts.

Cheese-in-Franks: Cut lengthwise gash in frankfurters. Place on Reynolds Wrap with cut side down, and grill. Turn and fill opening with thin "finger" of cheese. Spread with mustard and grill the other side while the cheese melts.

Try cheese melted in baked potatoes—delicious!

See Special Offer for
REYNOLDS WRAP
ALUMINUM DISPENSER
inside this package.

See "Circus Boy", Reynolds dramatic
adventure series, Sundays, NBC-TV Network.



BEST for packaging cheese **REYNOLDS WRAP ALUMINUM PACKAGING**

Famous-brand cheeses demonstrate dramatically many superiorities of Reynolds Wrap Aluminum Packaging. As a moisture barrier, it prevents drying out—maintains freshness. It is greaseproof, odor-proof, impervious to damaging light rays. Used as wrappers or containers, this packaging means *better protected quality*. Look for the gleam of aluminum, and the Reynolds Wrap Aluminum Packaging Seal.



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FOR STRENGTH AND PURITY**

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For Cooler, Smoother Summer Shaving...

NOW! A SPECIAL SCHICK ELECTRIC SHAVER for every member of the family



NEW SCHICK VARSITY

Custom-built for Young Men. Service men, Students, young men on the job—the Varsity was designed and engineered for you! Its big, new Fast-Action head—powered by the new Magna-Matic Motor—shaves any beard close, clean and comfortably. Handy plaid pouch stores Varsity home and away. Only \$17.50

Select the Schick that's right for you at your Schick dealer today. Ask about the 14-day home trial on Varsity and Schick "25." Schick Incorporated, Lancaster, Pa.



NEWEST LADY SCHICK

The Lady Schick "Ballerina" (shown above) and "Forget-Me-Not" designs, both at \$16.50, are the newest additions to this famous line of electric shavers. Lady Schick's special 2-sided Gentle-Action head shaves legs and underarms neatly, completely—and so comfortably you'll hardly feel it happening.



FAMOUS SCHICK "25"

Finest electric shaver a man can own. Here's the most famous electric shaver of them all—the Schick "25"—guaranteed to shave every whisker you can see or feel. You get unbelievably close, fast shaves with no irritation whatsoever! And you choose from 4 handsome "Colors-for-Men." Only \$29.50

SKORTS CONTINUED

PRACTICAL FOR ATHLETES



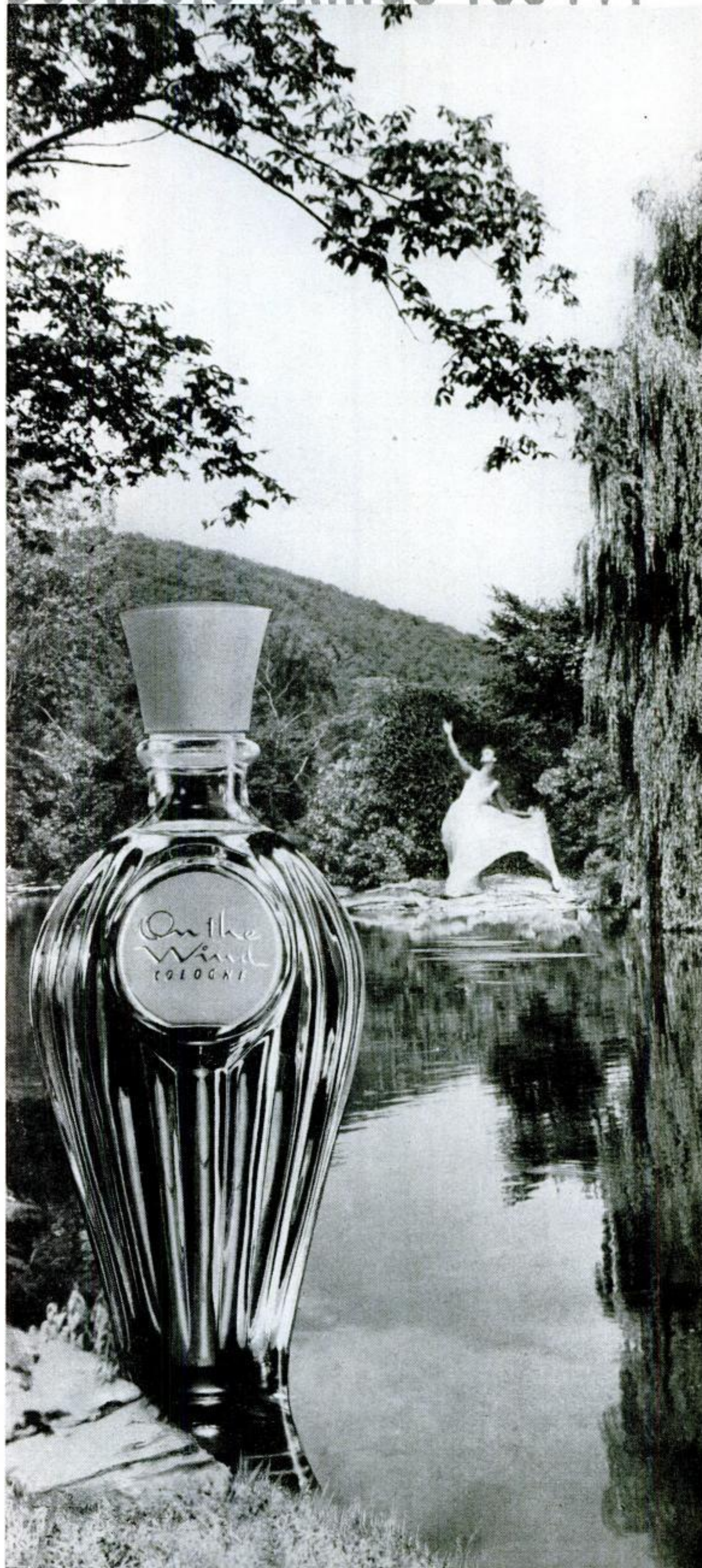
FOR GOLF, girls of Columbia College, S.C. take to skorts, which are comfortable but get around the club rules against short shorts on the links.



FOR TENNIS, skorts allow plenty of action but look much more graceful than shorts. The accordion pleats will stay in through numerous washings.

CONTINUED

BOURJOIS BRINGS YOU . . .



THE TALL VALUE IN COLOGNES

On the Wind • Frosty Mist • Spice 'n' Ice

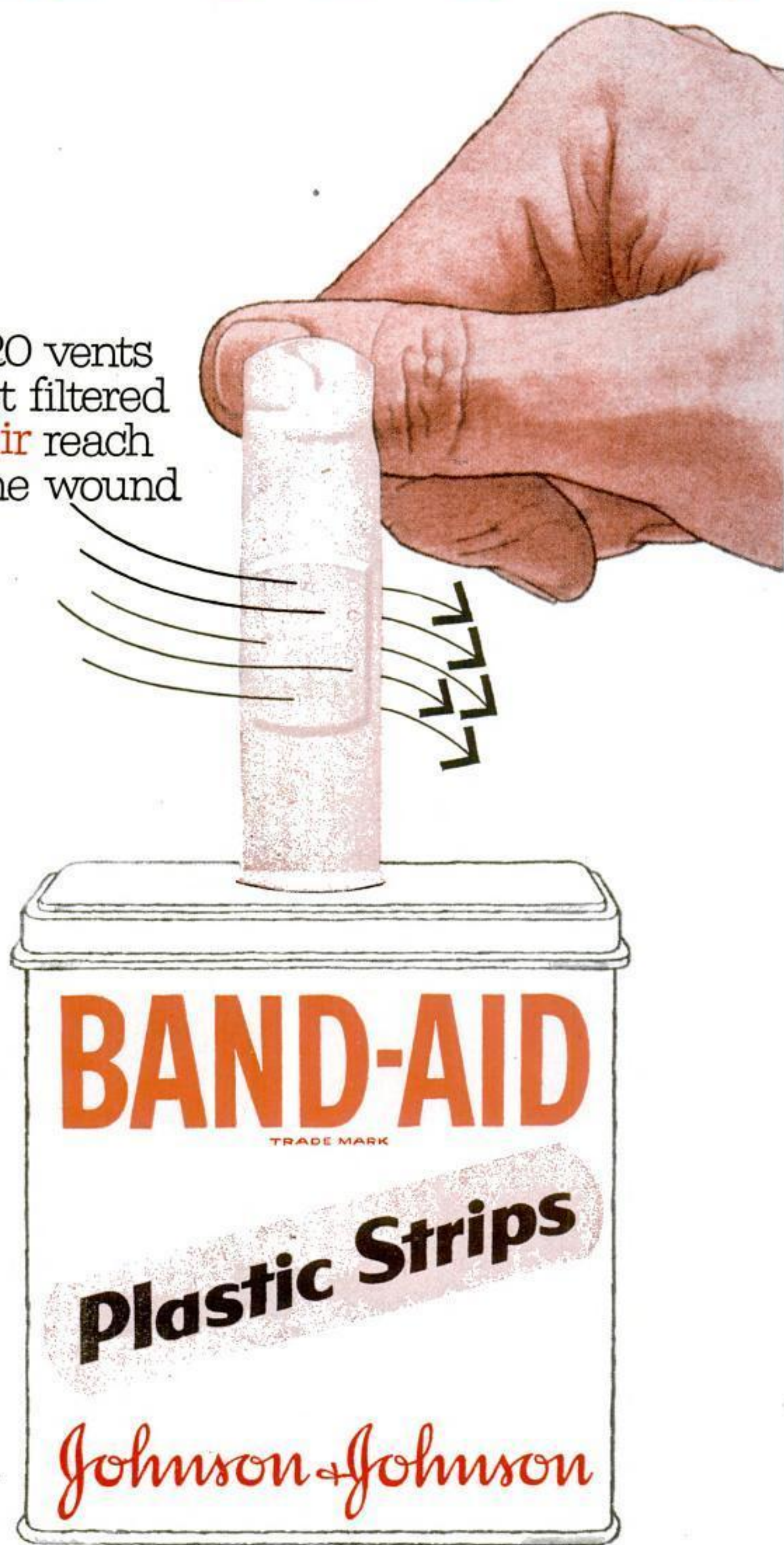
Three refreshing moods in fragrance... crisp, spicy or tangy. Each in a towering 6-ounce decanter, beautifully gift boxed.

Lavishly yours at a little price. \$2 values, only 1.00

CREATED IN FRANCE • MADE IN U.S.A.

FASTER HEALING

20 vents
let filtered
air reach
the wound

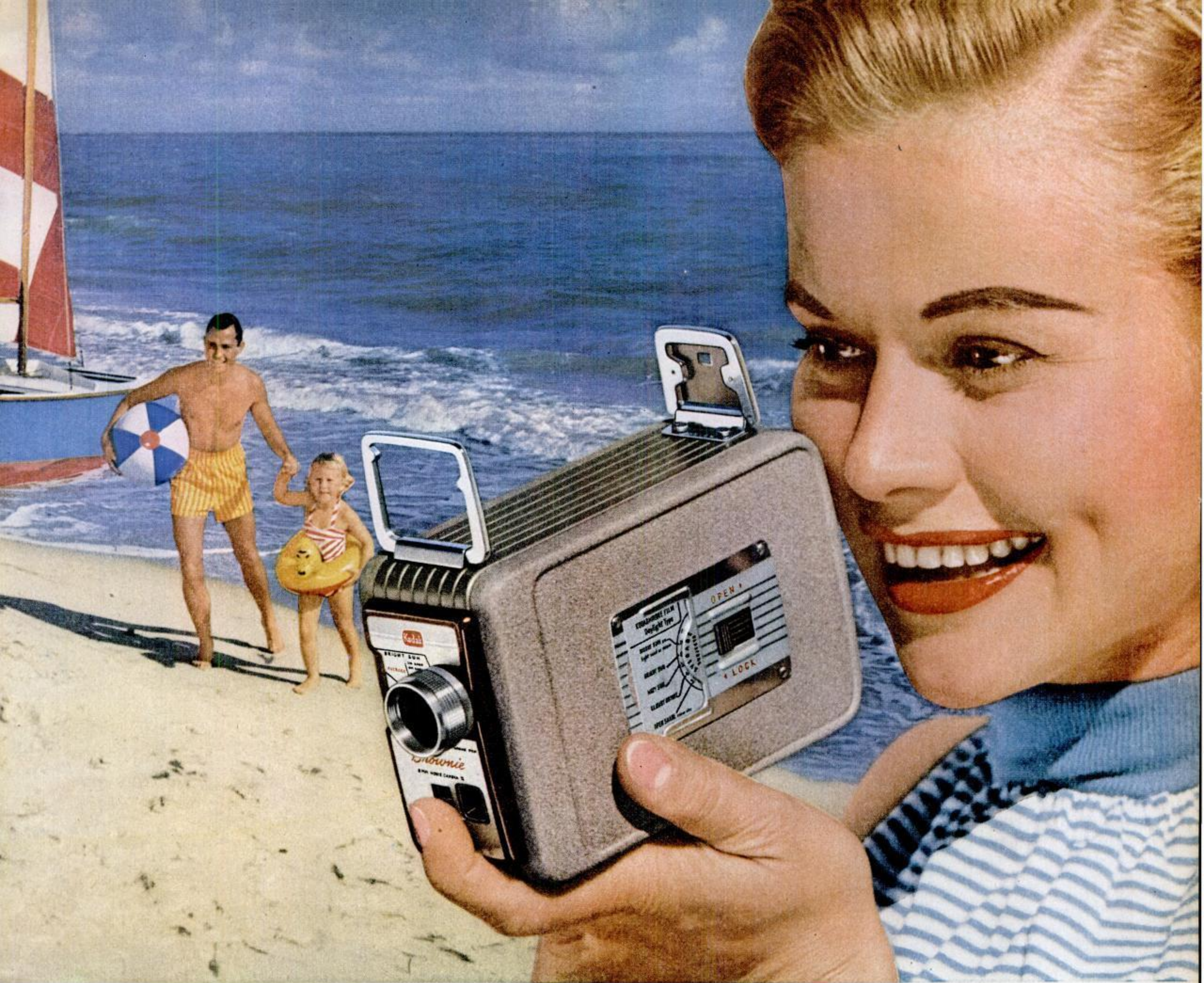


with **SUPER-STICK**
New rounded ends. They stick better,
protect better. Won't loosen in water.

SKORTS CONTINUED



FOR HOUSEHOLD CHORES, Californian Chicki Stevens, 19, wears checked skort and blouse tied at midriff while pressing a crinoline petticoat.



Brownie Movie Camera, *f*/2.7, only \$29.95—most popular movie maker in the world!

From Kodak! A Brownie Movie Camera at the lowest price ever—only \$29⁹⁵

Now color movies are as inexpensive as
snapshots—and every bit as easy to take!



Get all 3 movie views with Kodak's new Brownie Movie Camera, Turret *f*/1.9. A twist of the turret gives regular, wide-angle, or telephoto view. Three-lens range at a one-lens price. \$79.50 complete—or \$7.95 down!

Vacation days coming up? Then bring back all the action, all the color, all the *fun* the way millions of families do—in home movies.

Today, Kodak brings you home movies at low snapshot cost. Kodak's precision-built Brownie Movie Cameras start at only \$29.95—the lowest price in Brownie movie history!

And you save on film, because these new Brownie movie makers use economical 8mm Kodachrome Film; actually get up to 50 average-length scenes on a single roll!

New Brownie cameras make home movies snapshot-simple, too. Just match the exposure dial to the light condition—aim and shoot.

Sound exciting? See for yourself. See the new Brownie Movie Cameras demonstrated at your

photo dealer's. They're priced from only \$29.95—or as little as \$3 down. They're made by Kodak—so you know they're good. (Prices are list, include Federal Tax, and are subject to change without notice.)

FREE BOOKLET!

"Let's Make Movies" tells you all about home movies. See your Kodak dealer, or mail coupon to:
Dept. 6, EASTMAN KODAK CO.,
Rochester 4, N. Y.



Name _____

Street _____ Zone _____

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My regular Kodak dealer is:

EASTMAN KODAK COMPANY . . . Rochester 4, N. Y.

Kodak

—a trade-mark since 1888

PENNEY'S AMERICAN MADE

ROMAN



Cotton and Cupioni

...UNCLUTTERED IN LINE,

Exclusively Penney's, the modern shirt classic that takes you casually, correctly to country club or world tour. Its lustrous colors draw from ancient mosaics... its style borrows the freedom and grace of ancient line.

The fabric, dark threads of silken Cupioni woven into 2-ply long stapled cotton for fiery interplay of light and dark.

*Cupioni rayon is a product of American Bemberg.

the best gift

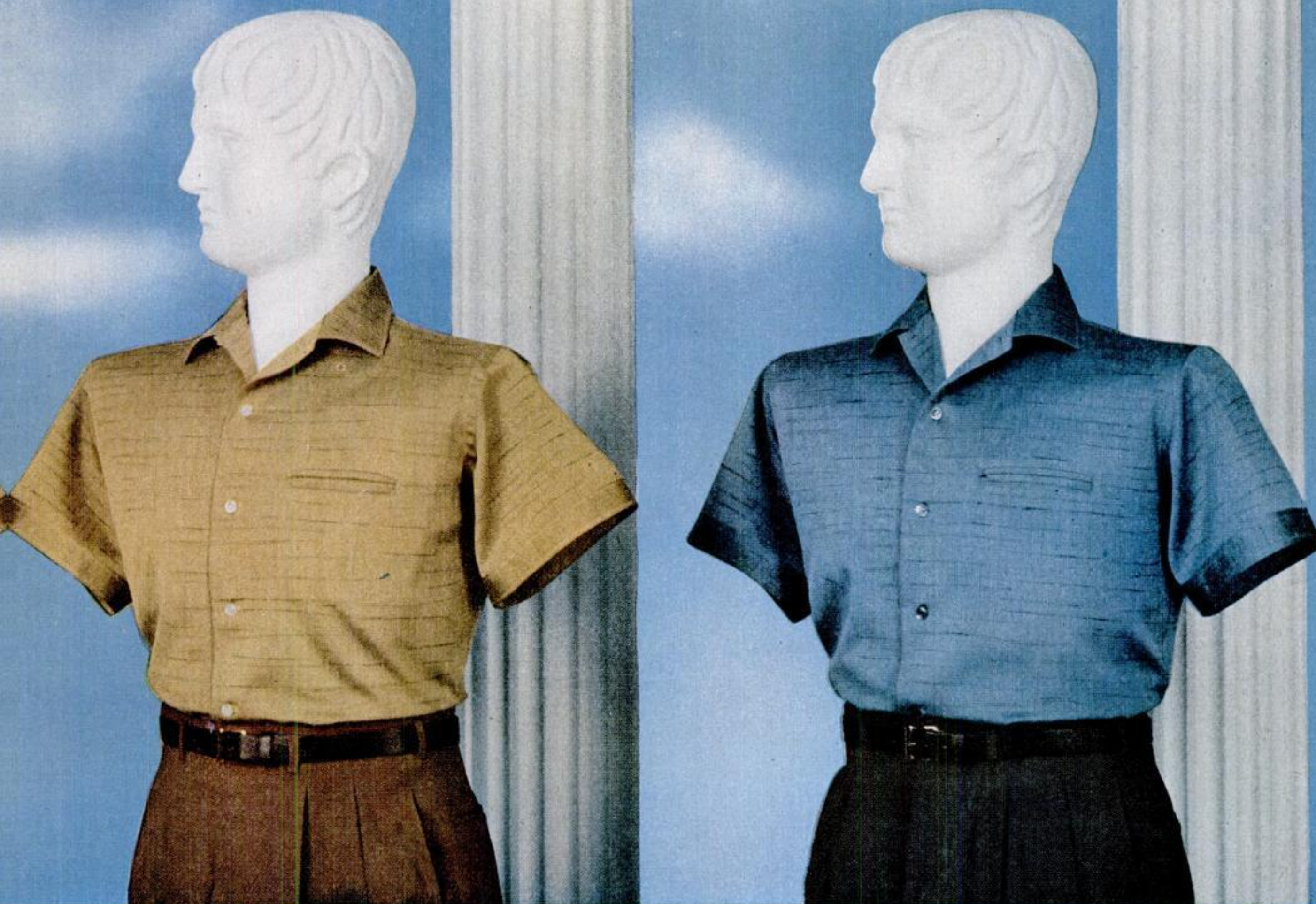
WHY IT PAYS TO SHOP AT PENNEY'S

Because you can save and be sure with Penney brands... they're tested for quality, for wear in Penney's own testing laboratory.

Because you like to save money every day.

SHIRT THAT CAPTURES THE BEST OF ALL TIME...THE

CLASSIC LOOK



BY TOWNCRAFT®.. IN SHADES OF ROMAN TILE
DEFTLY TAILORED, CASUALLY CORRECT

The tailoring, classic in the gently spread collar with flexitized stays to shape as you please, new concealed pocket, short sleeve cuffs, single needle stitching. Blue-jay, silver, brass (shown); also dove tan, aqua . . . with smoke pearl buttons. Resists creases, shrinkage; machine washes in lukewarm water. Sizes small, medium, large, extra large.

3⁹⁸

DACRON®-RAYON WASH 'N WEAR SLACKS

Our cool travel mates to your "Roman Classic." Penney's shadow woven slacks that wear, pack and stay fresh pressed . . . so phenomenally wrinkle resistant, even the most fastidious men seldom bother to have them ironed. Hand wash easily, dry fast, stay new looking season after season. Nylon faced and pocketed for wash 'n wear perfection. Sizes 28 to 42.

6.95

for Father yet!

Because you can buy with confidence . . . every Penney store will exchange or refund.

Because you enjoy Penney's small town friendliness and big city "know-how."

J. C. PENNEY COMPANY, INC. 1698 Family Department Stores in 48 States

PENNEY'S

ALWAYS FIRST QUALITY!



FOURTH IN A LIFE SERIES:
'GREAT ADVENTURES'

HELICOPTER

SAFARI IN AFRICA



IN SWIRL OF DUST, COPTER RISES ABOVE NATIVE HUTS

*LeMay and Godfrey go
into the remote bush
hunting for big game*

Photographed for LIFE by
HOWARD SOCHUREK

TO a remote place in Africa, a quartet of prominent men—a military leader, an entertainer, a plane builder, a renowned huntsman—went this year to shoot big game in a way no man had ever successfully done before. On their safari they had a helicopter and, because of it, brought back sights that few men have seen.

The safari was started by General Curtis LeMay, head of U.S. Strategic Air Command who has just been appointed Air Force's vice chief of staff, and Claude Hettier de Boislambert, president of the International Hunting Council. They met when LeMay ran the Berlin airlift and De Boislambert was governor of a province of the French zone in Germany. They shot boar and deer together, talked of an African safari.

When finally the time came, they invited Arthur Godfrey. An ardent huntsman, the CBS star is somewhat handicapped by a bad hip and suggested taking a helicopter to help him get about. Rounding out the party were Richard S. Boutelle, president of Fairchild Engine & Airplane Corp., and James Shepley, head of TIME-LIFE's Washington bureau.

The safari made camp in French Equatorial Africa, 500 miles from the nearest white settlement. The helicopter—flown sometimes by Godfrey, sometimes by a Bell Aircraft pilot—was used not for gunnery, which would be unsporting, but for taking Godfrey downwind to places where he could walk up to the game. Just as often, he and LIFE Photographer Sochurek used it to shoot with camera as they hovered just over the backs of stampeding buffalo and madly charging elephants (*see cover*).



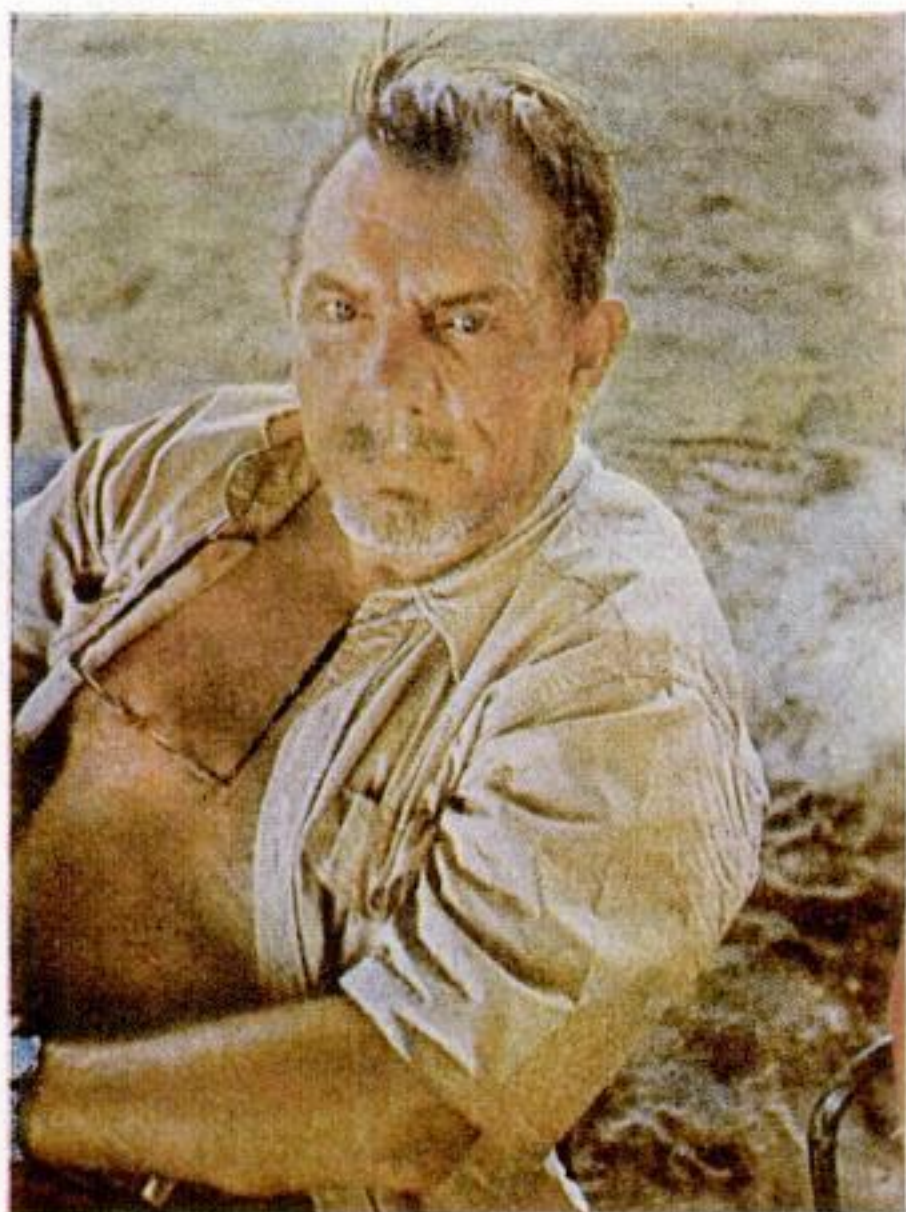
← **MASSIVE** herd of African buffalo, seen from helicopter, streams over plain toward water. Later in story the animals are shown close up.

IN HELICOPTER, which he has just landed at camp, Godfrey reports to LeMay on scouting expedition: he had spotted 200 buffalo nearby.

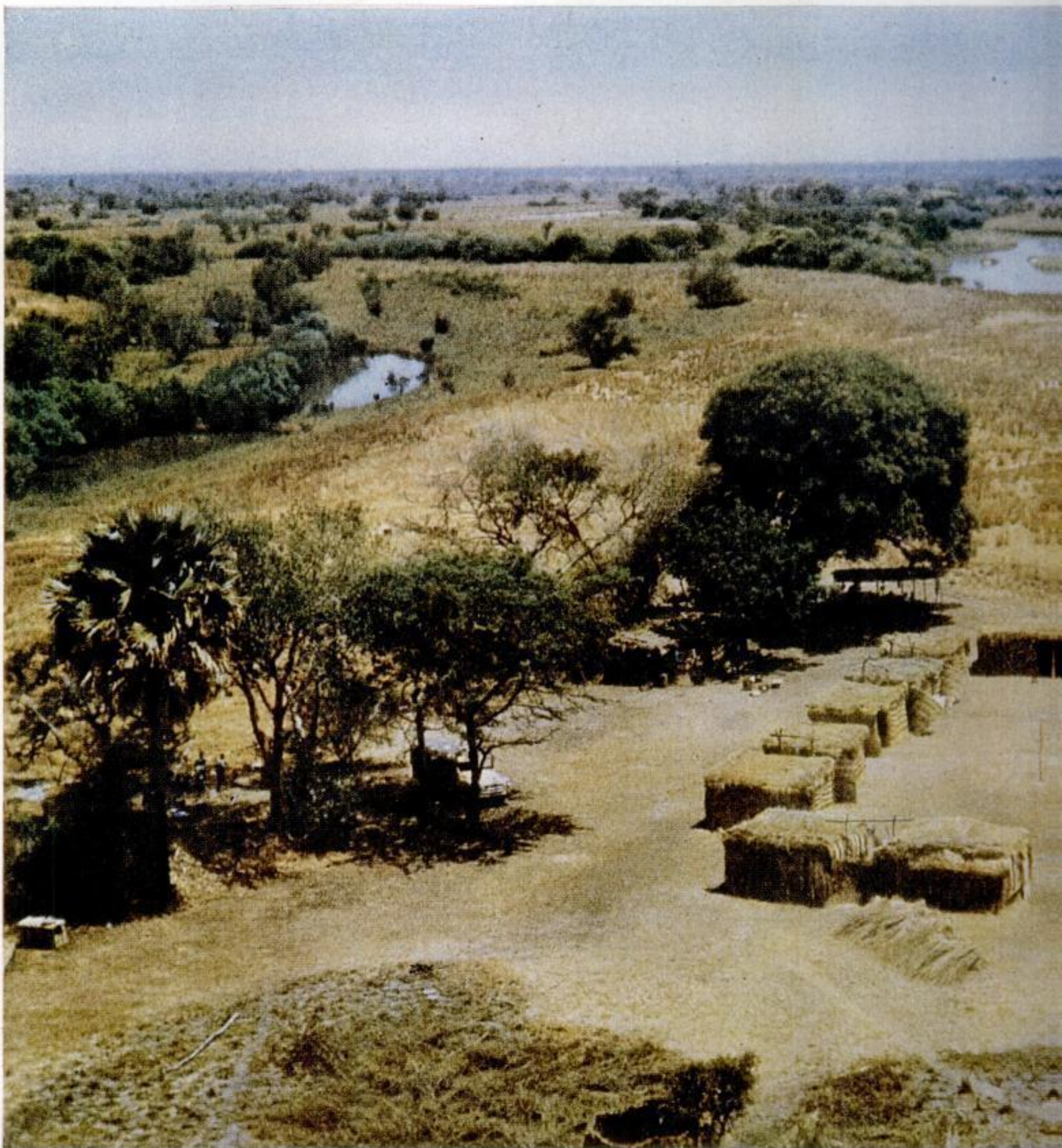
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HOST Boislambert has hunted all regions of Africa since youth, prefers colonies of his native France. He returns to hunt almost every year.



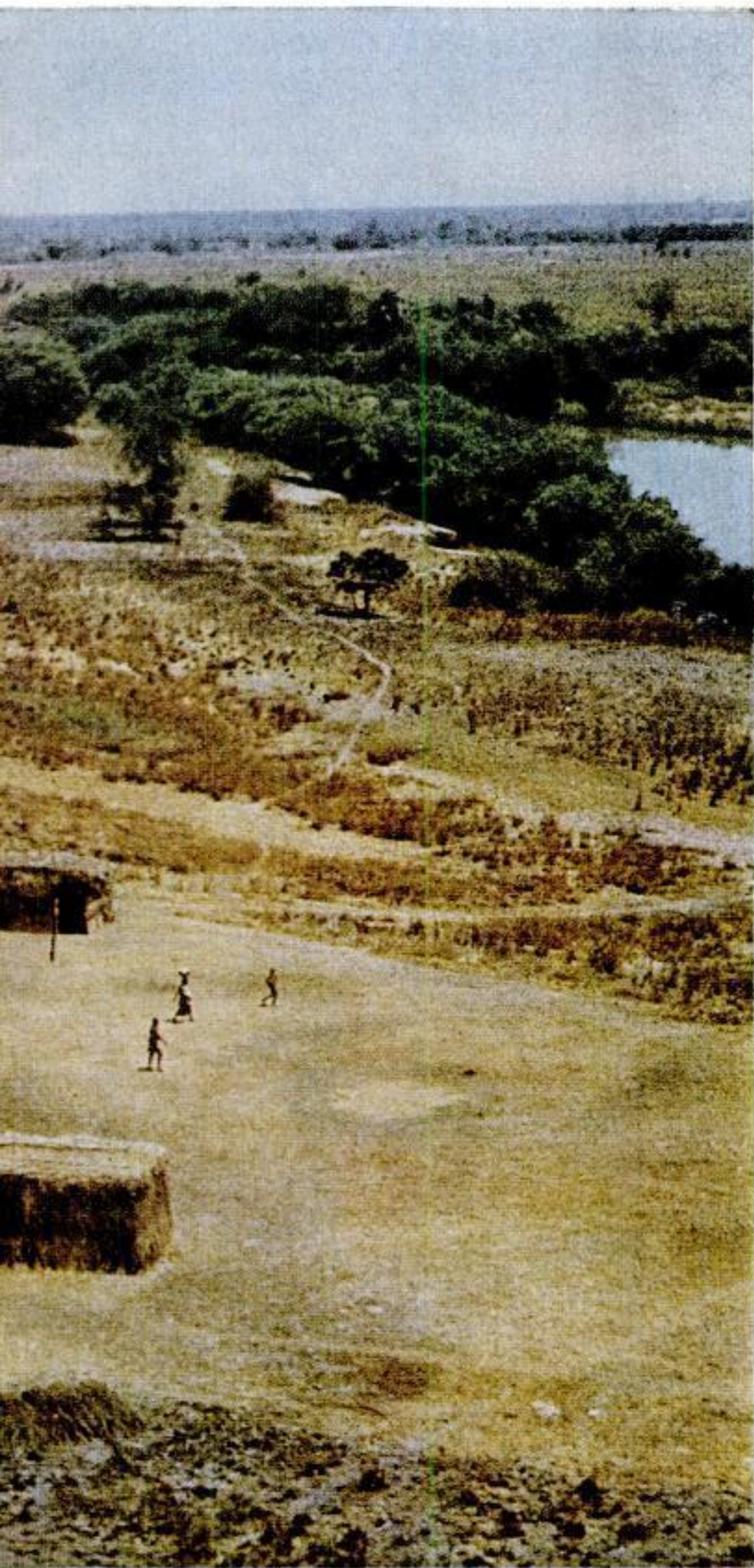
PLANEMAKER Boutelle of Fairchild stopped shaving as soon as he entered the bush. He liked being told he looked like Hemingway.



BASE CAMP on Aoûk river was constructed of elephant-grass thatch. Night LeMay and Godfrey arrived an unseasonal downpour soaked

huts and sent them scurrying to the back end of a truck. Complained Godfrey to LeMay, "So we don't need tents in the dry season?"





A grass-hut base in trackless wilds

As the safari's host, Boislambert chartered a light plane at Fort-Archambault, last sizable colonial outpost in eastern French Equatorial Africa. The region he searched, unlike East Africa where most safaris go, has long been regarded as inaccessible. In the rainy season it is a morass. Then it bakes in the dry season. Game concentrates around drying water holes, cooling in the 120° midday heat under thickets.

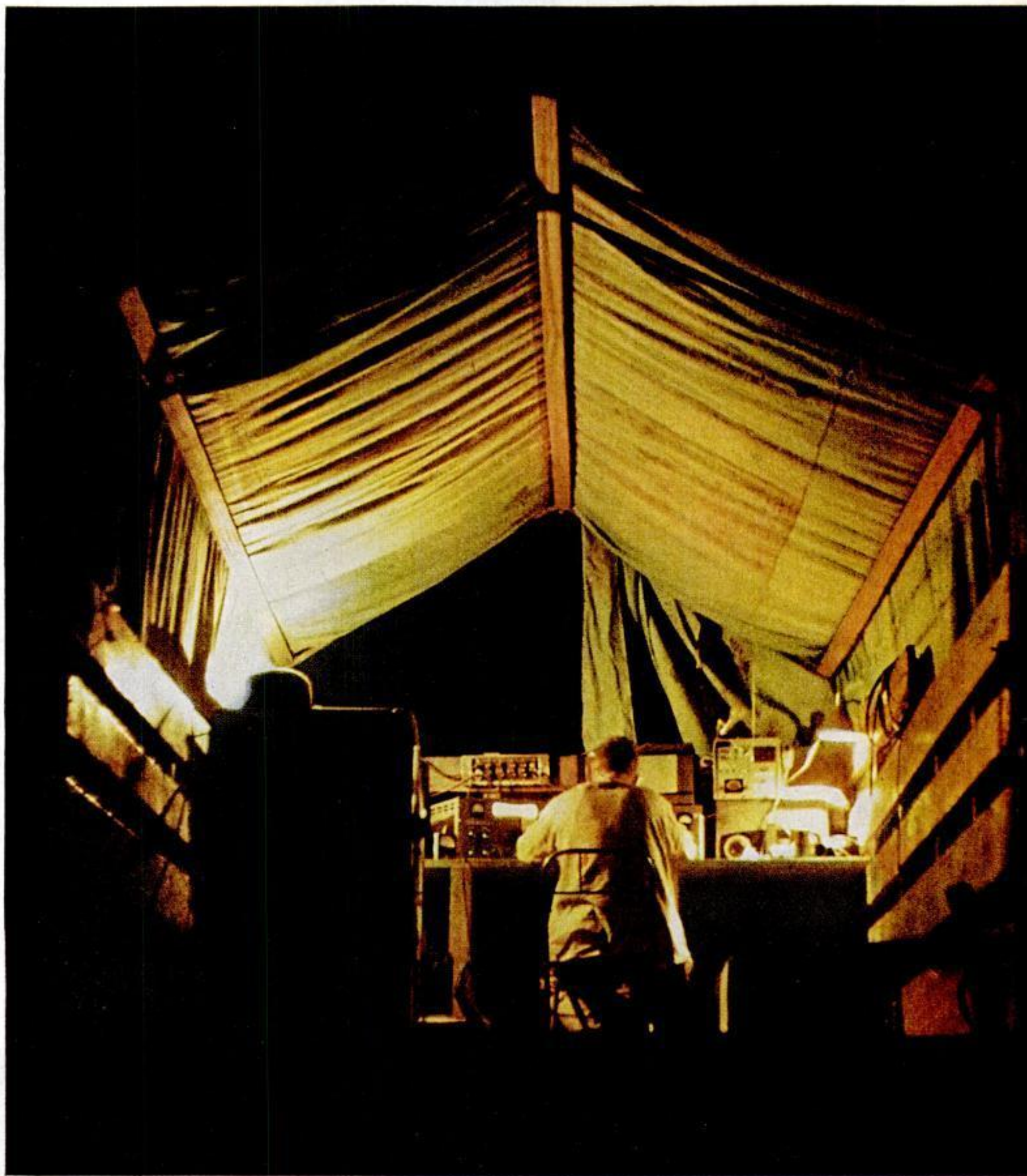
Selecting a site on the Aoûk river, Boislambert dispatched seven trucks and safari wagons. They went over dusty roads, then bounced through trackless country, 500 miles in all. Three days later some 200 natives of the Sara tribe, known to Americans as Ubangis, were set to erecting a grass village. Godfrey and LeMay flew to camp.

← **ON EDGE** of cot, pulled outside for cooler sleeping, Boutelle dresses as Godfrey snores under net. Each man in party had own hut.



CHOW HUT was social center of camp. By night members of safari restored body fluids lost to daytime heat with salted beer or vodka and fruit

juices, while Godfrey strummed his ukulele. Meals supervised by white hunter's wife were French style, the many courses ending with game.



HAM STATION was brought by Godfrey to broadcast for his radio show. His remarks were rebroadcast directly to U.S. audiences. The

recently developed "single sideband" equipment easily reached receivers in U.S., making it possible for members of party to phone home.

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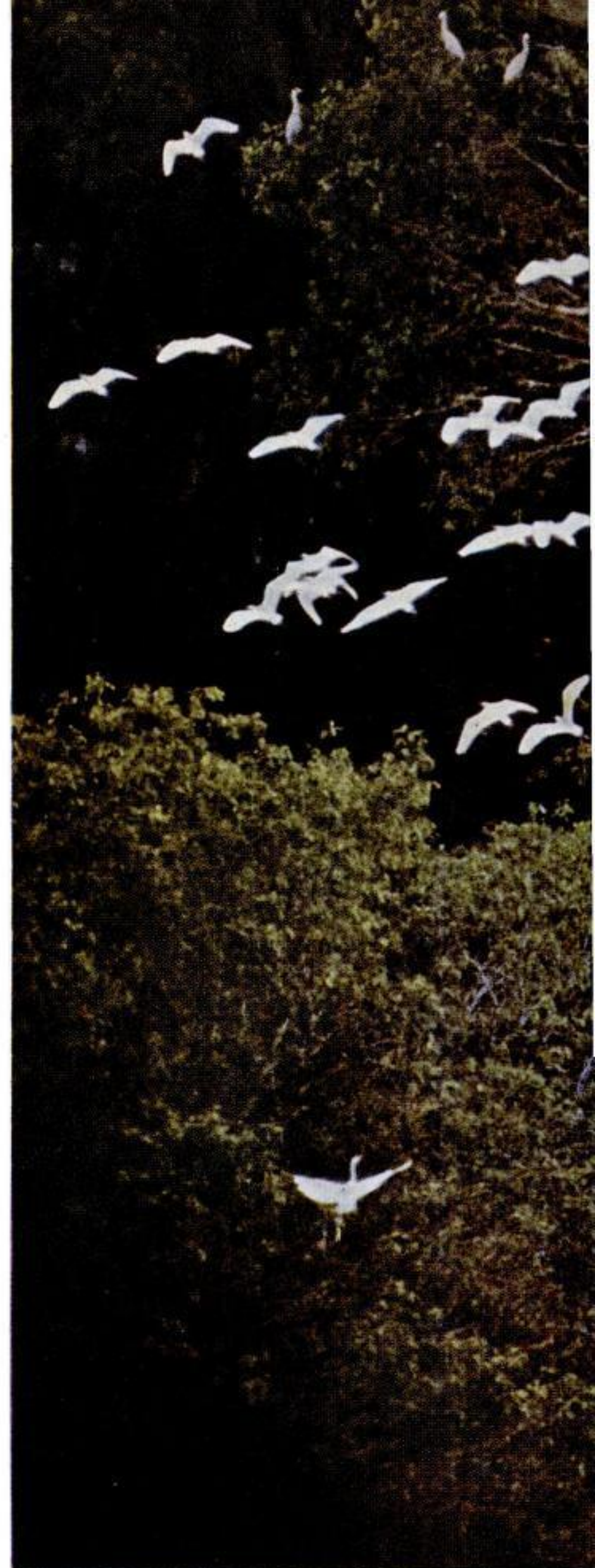
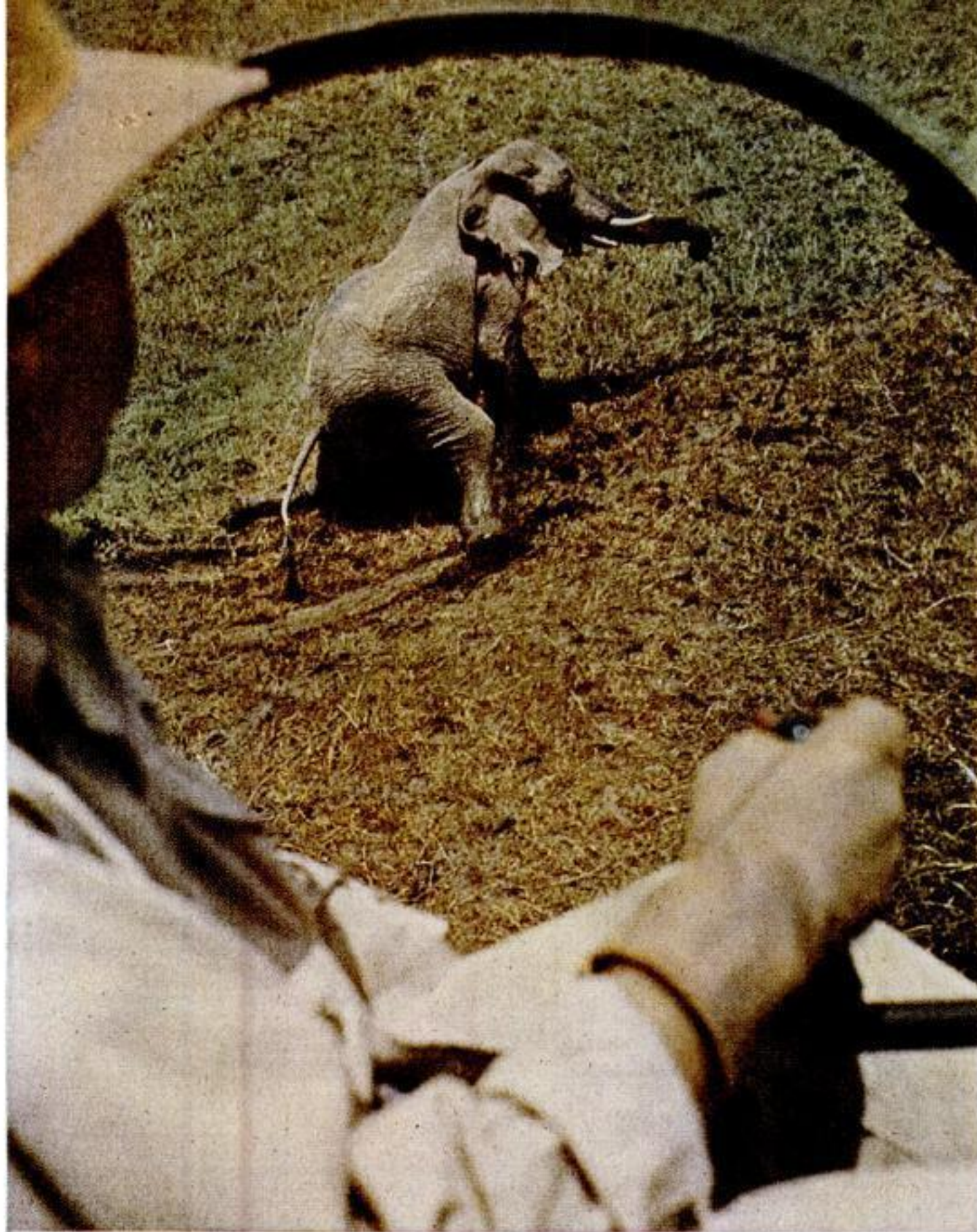
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SAFARI

CONTINUED

ELEPHANT, chased by the helicopter, runs from the frightening noise and sight. Then, with an agility almost incredible for a six-ton beast, it makes a skidding turn while on the dead run.

AT BAY, the elephant stands ready to meet the strange enemy which is hovering only a few feet above its head. In the bush, the elephant is unaccustomed to being put to flight by anything.



Perils and beauty in close-up views

The helicopter safari members soon found it was as exciting to watch game from aloft as to hunt. So long as the helicopter hovered above 1,000 feet, the whirling beat of its rotor did not disturb game. Families of elephants ambled toward water. Great herds of buffalo grazed. Flocks of lovely birds flew below and a hundred hartebeest could be seen straggling from a water hole, joined by delicate kobs *de buffon* and stately roan antelope. From the copter a hunter with a quick eye might catch an occasional tawny flash of a pride of lions or the darting leap of the leopard.

Dropping down to within a few feet of the ground, the helicopter would startle giraffes into flight. And sometimes it would come close up to the fearsome sight at left. Few men have looked into the red eye of an angry elephant and lived to tell of it.



WHITE EGRETS form a snowy pattern on the lush green of the grass along Aoûk. Africa's birds delighted the safari in their variety and

abundance except when they drifted in large flocks toward the rotor and threatened to down the helicopter in the bush.

GIRAFFE swallows ground in his stride. A sometime prey of the lion, the giraffe has learned when frightened to run first, look later.





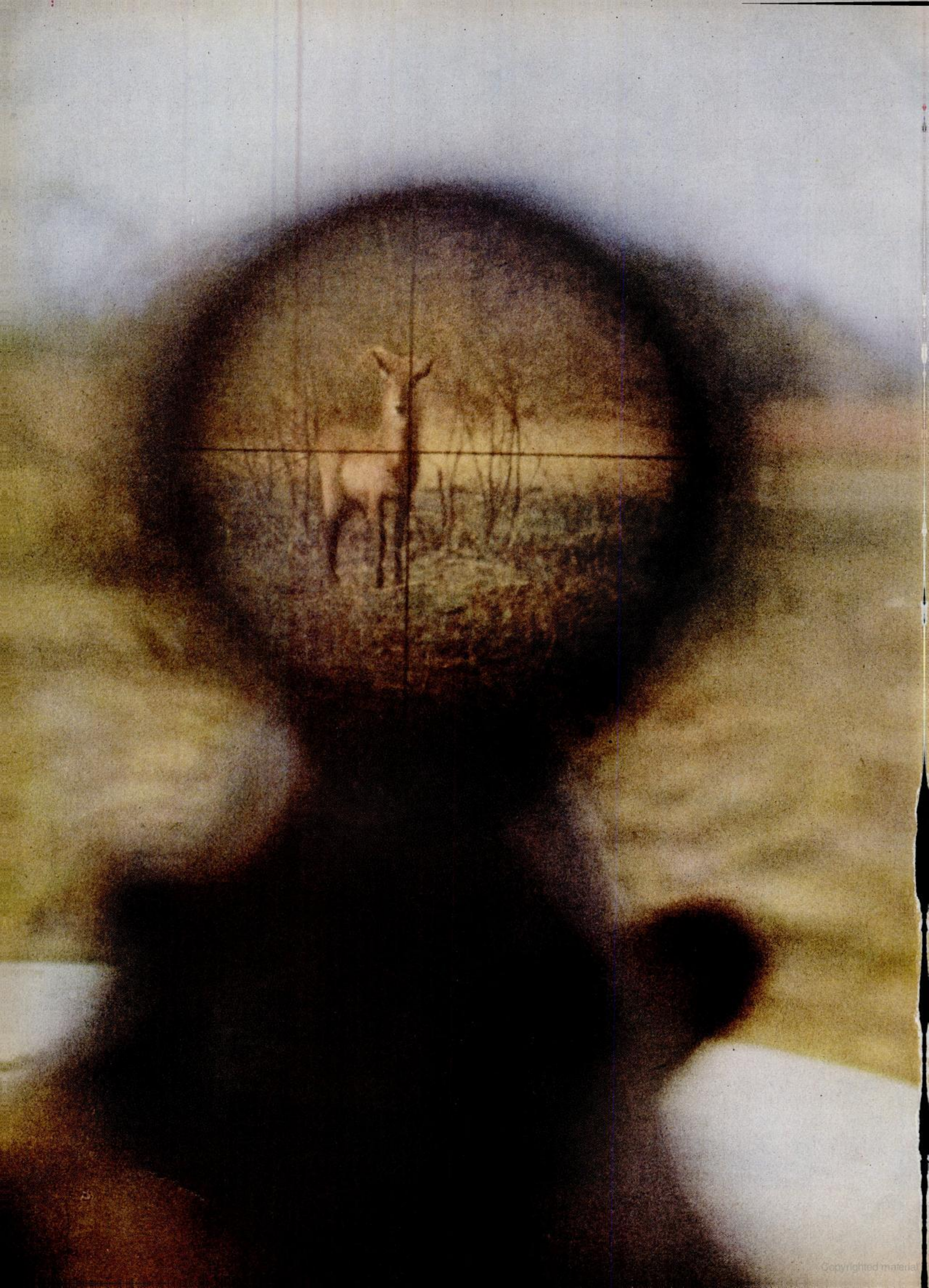
HERD OF AFRICAN BUFFALO SEEN FROM 30 FEET STAMPEDES ACROSS PLAIN. THE EARTH SHAKES AS 1,200-POUND ANIMALS DASH AT 30 MPH. BUFFALO IS



PARTICULARLY DANGEROUS AND WILY WHEN WOUNDED, SOMETIMES STALKING AND ATTACKING HUNTER WHO COMES STALKING UP FOR THE KILL

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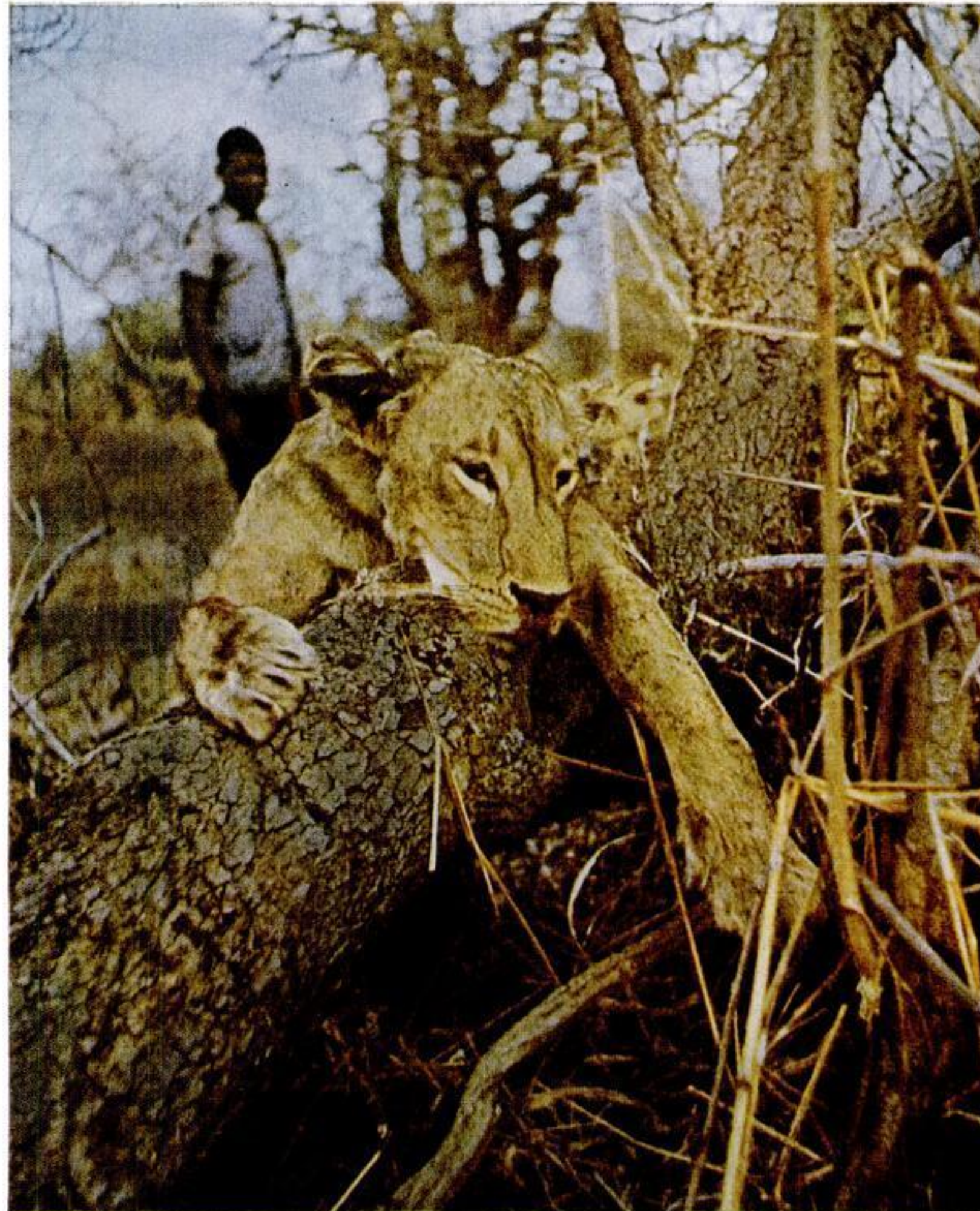


LEOPARD shot by Godfrey was first Warden Michel Anna (*right*) had seen taken by nonprofessional hunter in years. The leopard is wariest of African cats and a chance at one is pure luck—which Godfrey had.

Godfrey and a big-cat bag

In spite of his physical handicap Godfrey turned out to be the most successful hunter. Aggressive and emotional, he kept at it until he got one of almost every animal available in the area on his license. Then he would often feel sorry that he had shot and killed. In addition to the only two big cats taken on the comparatively short (three-week) safari, he bagged a hartebeest, a waterbuck, wart hogs, kobs, a damaliscus, as well as a hippo. Even a buffalo and an elephant fell to his rifle and he drove himself to walk distances as great as a mile from the helicopter.

The copter also increased the hunter's hazard. Once, after landing Godfrey and Boislambert near a herd of elephants, the copter took off. The sound agitated the animals until they thundered to where the men crouched behind an ant hill. Godfrey shot a bull, then fired into a foot-thick tree trunk to distract a rampaging cow. She whirled and uprooted it as a child pulls up a dandelion.



LIONESS is draped over a log where trackers dropped her preparatory to skinning. She was taken by Godfrey near water hole where he and a professional hunter had established a small overnight advance camp.



← **HUNTER'S** close-up of a young waterbuck is seen through scope of an aluminum rifle developed by Boutelle's company for airborne operations. Having served as photographer's subject, waterbuck got safe passage.

CARCASS of lioness is assaulted by vultures. The obscene birds appear from nowhere and consume the average-sized animal within hours. Usually they feed on the leavings of the lion's kill, not the lion.



TRACKING an elephant, Boutelle (*next to last*) follows gun bearers and trackers. They had found footprints, now find fresh "sign."

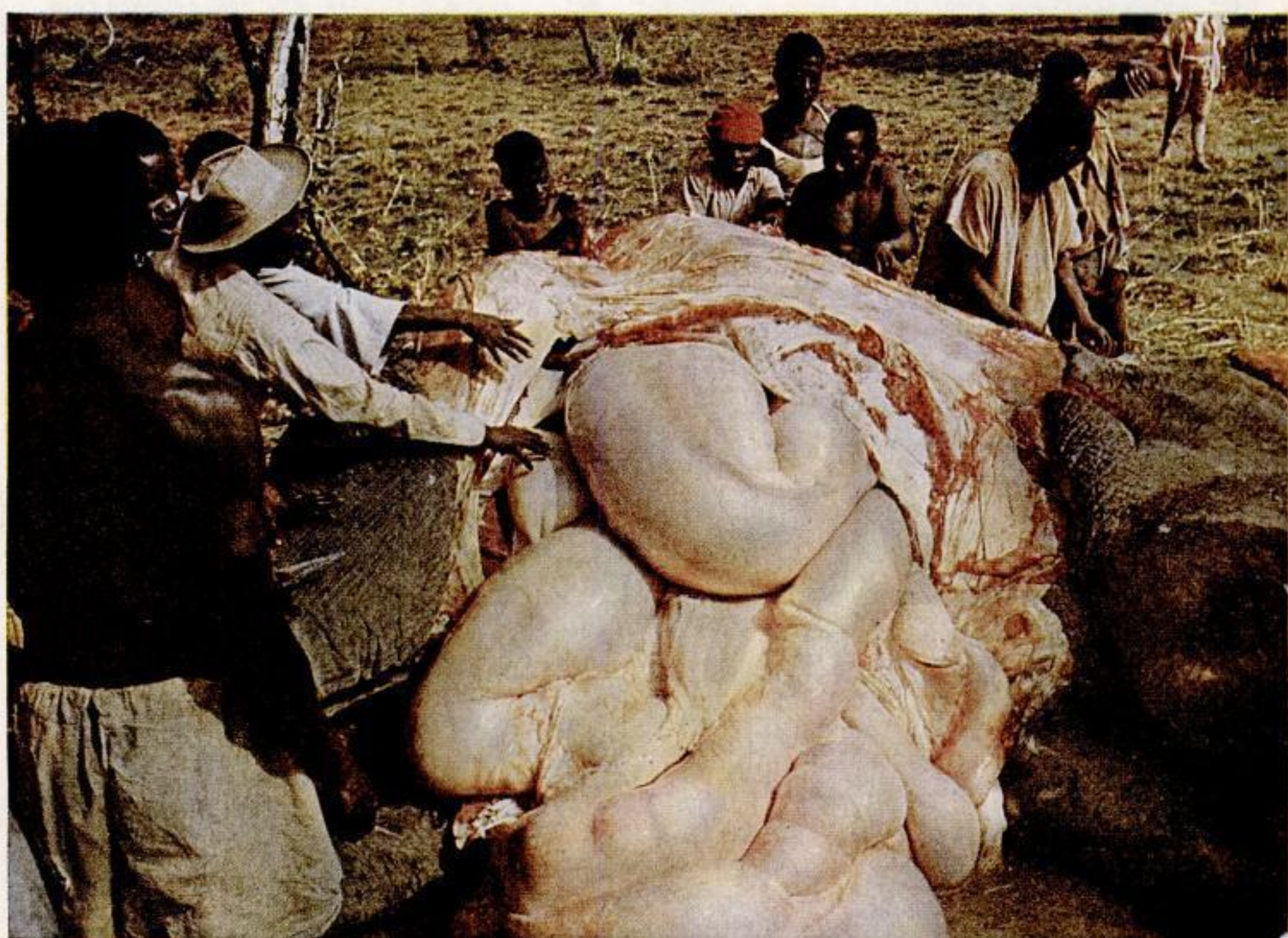


LOOMING suddenly up ahead is the quarry. The trackers have frozen, then dropped back, leaving Boislambert and LeMay to face

the hulking forms. To kill the elephant surely it is well to come up within 30 yards as General LeMay and Boislambert have done.



GODFREY'S elephant was a good bull. Impressed, he touches it tentatively. He told radio audiences he cried after he shot it.

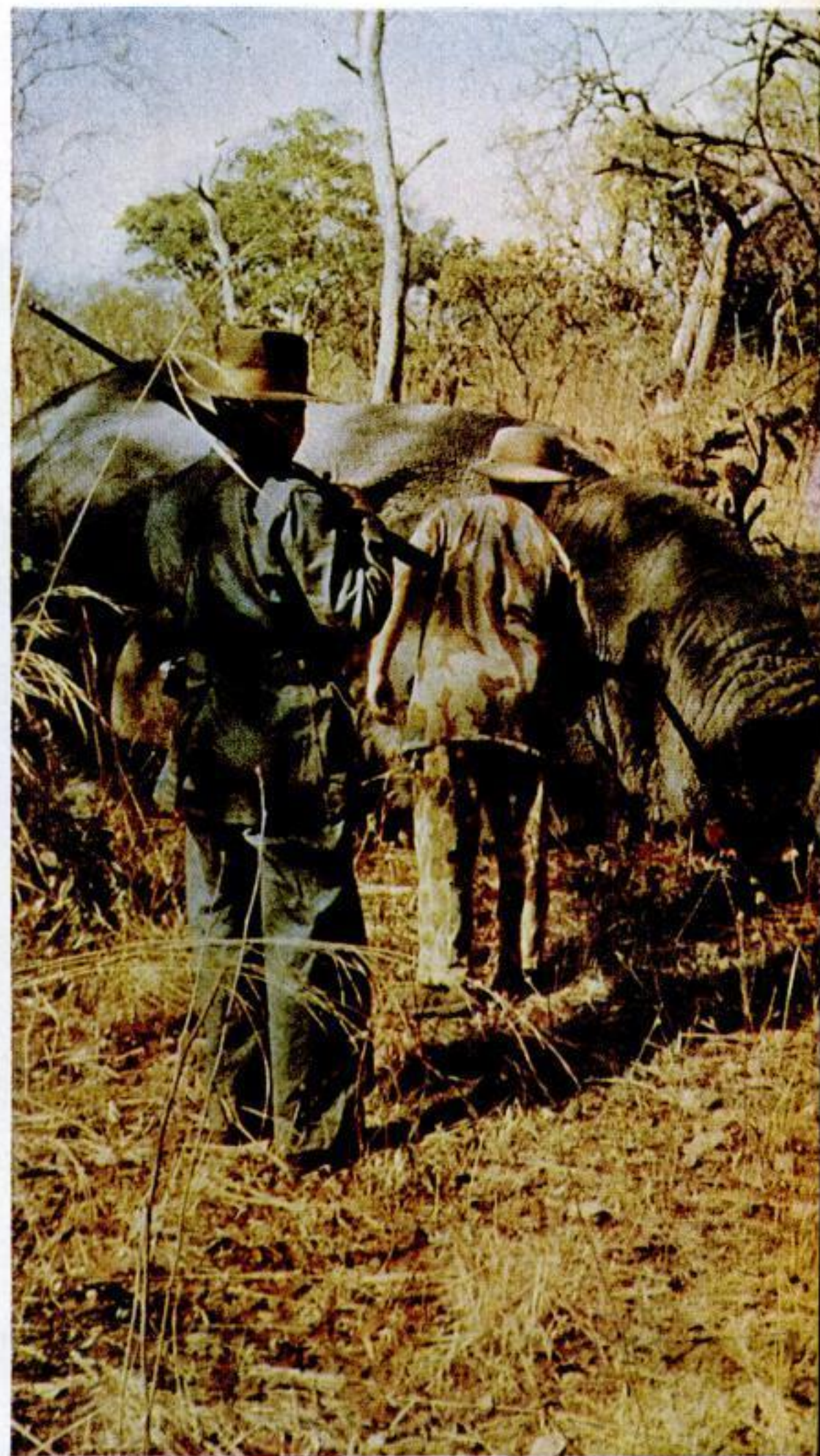


CUTTING an elephant, natives slit it open and pull out entrails. An elephant kill delights natives to whom it means rare meal of meat.



The elephant's brain lies low in his great skull and the proper point of aim depends on its angle from the hunter. Here the bottom of the huge

ear hole is the target. LeMay pulls up his .378 Weatherby Magnum, aims at the elephant at left and makes a clean one-shot kill.

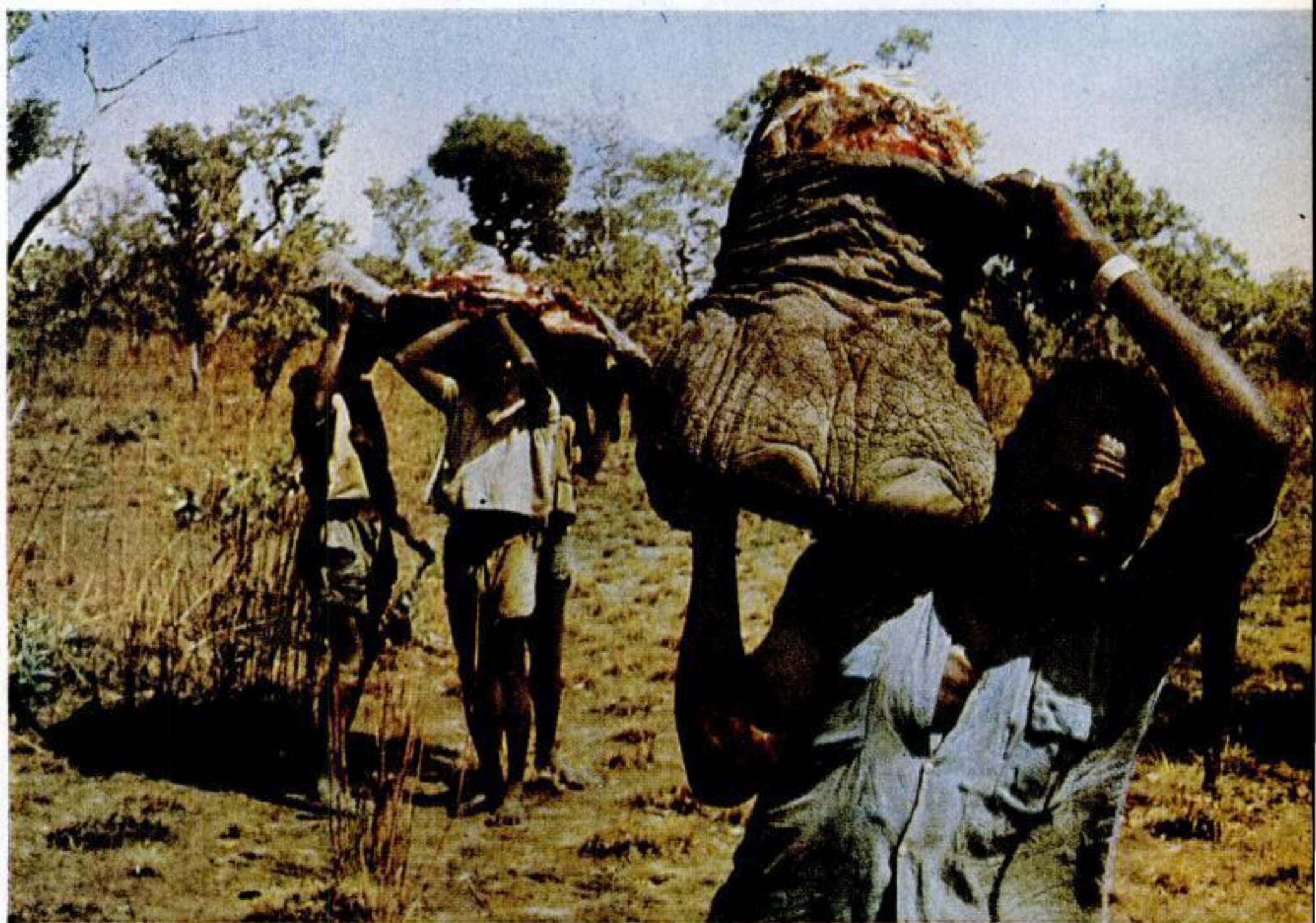


LEMAY'S elephant, a six-tonner, is poked in eye with gun by Boislambert. Gun is loaded in case animal should still be alive.

Bringing down dangerous giants

Curt LeMay at one time or another had hunted almost everywhere except Africa. For him the safari was an experience to be tackled with the same thoroughness that made his command of SAC an Air Force legend. In perfect physical condition, he took to the bush like a professional hunter, trailing buffalo and elephant for hours and even days. His guns were always carefully oiled. And his famed cigar almost never left his lips.

Best of all he loved to stalk the elephant, the animal which commanded the most respect among native trackers and game wardens. In the elephant's presence they continually tested the wind, were sharply alert, urged extreme caution to ensure that the first shot did its work in the brain. For all members of the party there was a common sense of relief when the awesome bulk of a six-ton behemoth kneeled to the shot.



CARRYING the elephant carcass, men lug the heavier parts while women tote the rest. The elephant is butchered on the spot and

natives start gorging themselves on the meat while the butchering is still in process. Hunters take home hoofs and tusks as trophies.

CONTINUED



ANXIOUS, LeMay scans the sky for helicopter scheduled to pick him up in the bush. As daylight fades, he has lighted fire to guide pilot.



ON A LATE RETURN TO THE BASE CAMP, BELL PILOT BILL GALLAGHER SETTLES EARTHWARD

Sweating out the helicopter's return

Helicopter operations were risky at best. Landmarks were very few. The safari's base camp could be picked out of the background only a few miles off. Most of the time the helicopter was flying over country where there were not even native villages. Had the engine quit or had Godfrey or Bell Aircraft Pilot Bill Gallagher lost the way by only a few minutes, the helicopter very likely could not have been located.

There were no serious incidents but there were some anxious moments. Once a brush fire set by LeMay guided the helicopter to him just as darkness was setting in. Another time Boislambert, forced to land in the bush, luckily found a trail that took him to a village. And an anxious few hours at base camp, with flares lighted, was ended only when word came that the overdue copter had managed to make an advanced camp.



FRETTING, Godfrey nervously puffs cigar, waiting word of helicopter which had been forced to land deep in Ubangi-Shari. It was still too far from camp for its improvised, short-range radio to send message.

WORRIED, Warden Michel Anna peers past flares for helicopter which was supposed to reach base camp that afternoon. But night fell and it did not arrive. Finally the message came: it had landed in bush for the night.



SAMSONITE TRAVEL BUREAU SUGGESTS:

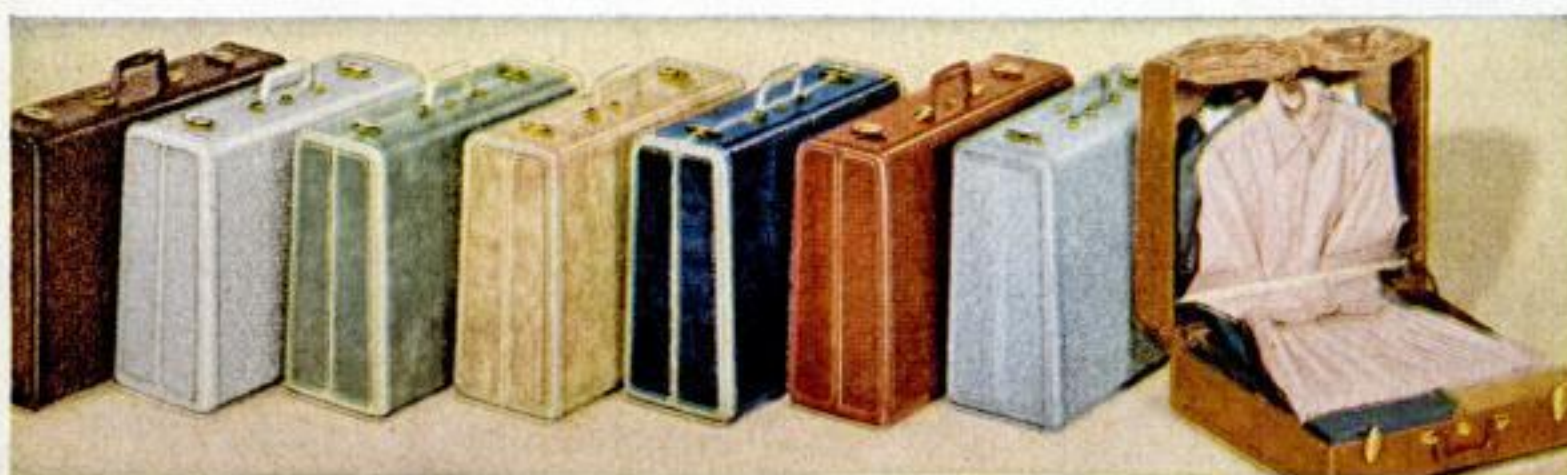
SEE AMERICA FIRST WITH



San Francisco . . . city of a thousand-and-one attractions, from its cable cars to its world-famous Chinatown. Go there with the Samsonite Men's Journeyer—holds 3 suits, wrinkle-free . . . and the Quick Tripper—the ideal companion case. Shown in Colorado Brown. Journeyer, \$27.50. Quick-Tripper, \$19.50. Two-piece set only \$47



Paul Bunyan Country, Minnesota . . . 10,000 lakes! For anybody who wants to get away from it all, Northern Minnesota is a must! So, too, is the Ladies' Wardrobe with 4 hangers, elasticized curtain—and the Train Case that holds 52 travel items. In London Grey, Ladies' Wardrobe, \$25. Train Case, \$17.50. Two-piece set only \$42.50



Nowhere in the world will you find more exciting places to visit than in America. And nowhere will you find luggage that takes you there as wonderfully as Samsonite Streamlite. It *stays luxuriously new* no matter how far you travel, no matter how rigorous the trip. Samsonite is the only luggage with the exclusive "Travel-Tested" finish that shrugs off scuffs and wipes clean with a damp cloth! Samsonite lasts longer because it's stronger—strong enough to stand on! Samsonite Streamlite's special tongue-in-groove closures keep out dust and dampness . . . and the deep interiors hold more clothes in less space, *wrinkle-free!*

Shwayder Bros., Inc., Luggage Division, Denver 17, Colo. Makers of Samsonite Card Tables and Chairs. Also Samsonite Ultralite Luggage from \$19.50. Prices subject to existing taxes. Prices higher outside Continental U.S.

AMERICA'S FIRST LUGGAGE



Williamsburg, Virginia . . . has been restored to its original Colonial appearance! Visit it with the modern Samsonite Streamlite Pullman Case lined with luxurious rich, rayon faille, grosgrain ribbon ties . . . and the O'Nite with curtain divider. Shown in Admiral Blue. Pullman Case, \$27.50. O'Nite, \$19.50. Ladies' Two-piece set only \$47

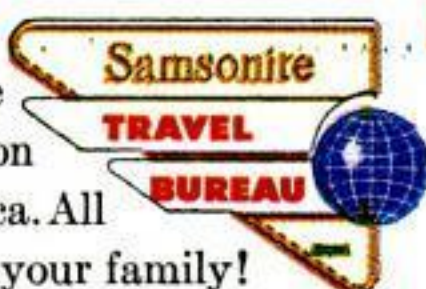


Martha's Vineyard, Mass. . . . The leisurely paced life on this island of rare scenic beauty makes it an ideal vacation spot for all. Ideal, too, is the Two-Suiter that provides easy, wrinkle-free packing and the gabardine-lined Quick-Tripper. Shown in Saddle Tan. Two Suiter, \$25. Quick-Tripper, \$19.50. Men's Two-piece set only \$44.50

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the luggage
that out-travels all others!

Here's why your family should be among the millions who use

ONLY GLEEM — the toothpaste for people who can't brush after every meal



JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria



MOUTH BACTERIA,
CHIEF CAUSE OF DECAY, BUILD UP
OVERNIGHT LIKE THIS

PROOF



AFTER ONE GLEEM BRUSHING,
UP TO 90% OF THESE BACTERIA
ARE DESTROYED

When *your* family's out having fun like this—can they always brush after meals? Then make sure they start their day with the one and only Gleem—to get added resistance to decay . . . protection against mouth odor *all day*. Gleem with exclusive GL-70 completely destroys most bacteria with just *one* brushing. And you'll discover youngsters love Gleem's flavor so much it's easy to get them to brush regularly. So if your family can't always brush after meals, even though it's best, use Gleem . . . it meets this modern problem!

Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor, means a sweeter goodnight kiss! So start *your* day with Gleem.





NEW DRUG'S PROGRESS through research and manufacture, as typified by history of Sul-Spansion, begins (top left) when raw ingredients are ground up

and coated by secret process. After going through animal and human tests for efficacy, drug's taste, odor and color are improved before it is sold to consumer.

A Long-playing Medicine

YEARS OF RESEARCH CREATE NEW DRUG FORM THAT DISSOLVES IN THE BODY BIT BY BIT TO FIGHT DISEASE AROUND THE CLOCK

by **ROBERT WALLACE**

THE drug industry has come to a pretty pass. The sulfas, followed by the antibiotics, followed by the hormones, followed by the tranquilizers, have so overstimulated and exhausted the public interest that a new product, however remarkable, attracts little attention today. Sooner or later some pharmaceutical house will produce the ultimate drug, which it will call Lazarus Powder. A publicist for the pharmaceutical house will hold a party for the press at Grant's Tomb, and he will sprinkle a few grains of the powder on the sarcophagus. Thereupon the general will rise up, brush himself off, and stride away down Riverside Drive in search of a bar. The press will report this in brief, back-page stories, pointing out that Grant looks a little peaked and really ought to stop drinking.

In view of this public attitude, the drug manufacturer who comes up with something less impressive than Lazarus Powder has a little trouble getting attention. In the last 10 years, with the tremendous impetus of the antibiotics, the ethical drug industry has become a medicinal colossus with 250 companies competing in the field. New

drugs are now approved for manufacture by the Food and Drug Administration at the rate of 300 a year, and the country annually spends \$1.5 billion on its prescriptions, an increase of 196% since the end of the war.

Part of this vast increase in dollar volume comes from the high cost of many of the new drugs. Although the U.S. still eats up 15 million pounds of aspirin a year at a cost of about $\frac{1}{4}$ ¢ a tablet, wonder drugs like Releasin run as high as \$25 a dose. The citizen who goes down to the corner drugstore to have a fancy prescription filled is apt to come back feeling that somebody is making a large and unjustifiable profit at his expense. With aspirin sitting there on the counter at 10¢ a box, he is apt to question whether there is any excuse for the cost or even for the existence of the new prescription medicines.

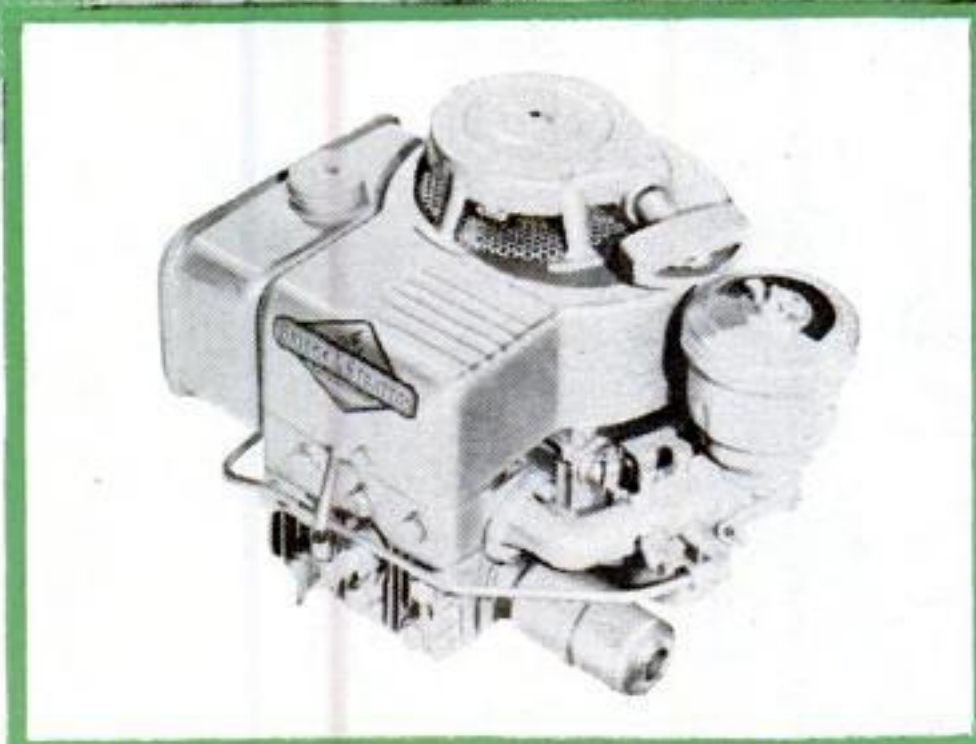
Well, yes, there is. Drug companies are not in business just for your health. They expect to make a profit—and lately have been making good ones. But before any new drug can reach the druggist's shelves, a number of things have to happen and they may happen

Man-made dust storms...*



*GRUELING, ACCELERATED TESTS THAT PROVE ENGINE PERFORMANCE

In these dust tests, engines receive only regular maintenance (but more frequently performed) yet must operate where men would suffocate.



Briggs & Stratton engines make great products even better



At Briggs & Stratton, nothing is left to chance. As part of regular quality control, many different kinds of tests are used to prove the rugged superiority of Briggs & Stratton 4-CYCLE engines.

It all adds up to a mighty good reason why you'll find these engines are first choice as power partners on America's best-selling lawn mowers, edgers, sweepers, garden tractors, tillers, sprayers and scores of other great products for home, farm and industry.

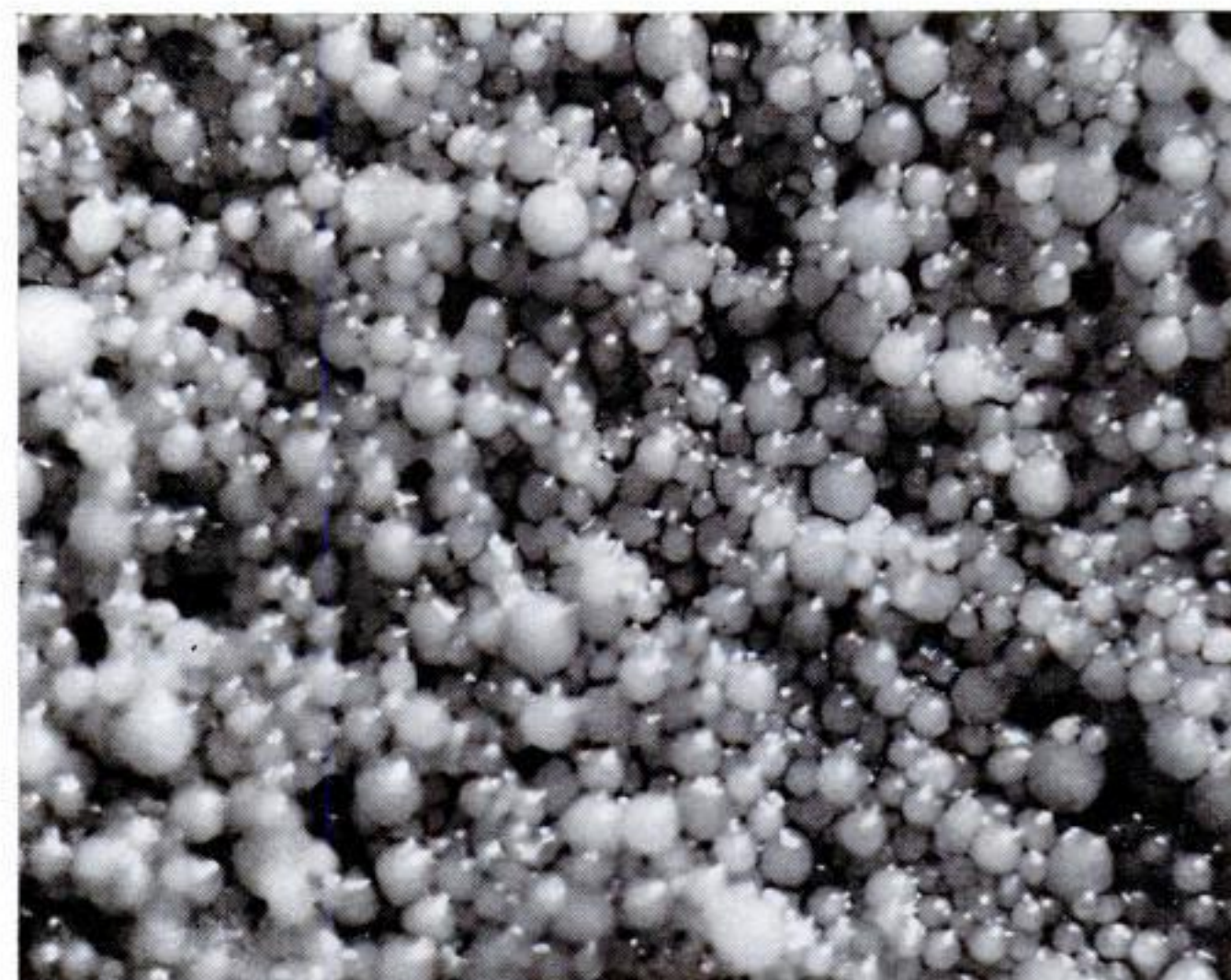
It pays to insist on Briggs & Stratton engines (to 9 hp) ... No. 1 in use throughout the world.



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Milwaukee 1, Wisconsin



For nearby authorized service —look in the classified directory under "ENGINES-GASOLINE"



MINUTE PARTICLES of Sul-Spansion, here magnified 25 times, are sulfa pellets coated with varying thicknesses of a secret ingredient. As the coating dissolves, sulfa is released continually into the system over 12-hour period.

LONG-PLAYING MEDICINE CONTINUED

over a long period of time and at a very considerable outlay of effort and expense and scientific ingenuity. A drug manufacturer cannot simply mix a few ingredients together, pour them into a bottle, slap on a label and hope for the best. Behind every new drug there is an elaborate story.

The story of one such drug, called Sul-Spansion, might apply to the entire industry. During the past few months, on the prescription shelves of most of the drugstores in the nation, there have appeared countless bottles of a pink liquid manufactured by the Smith, Kline & French Company of Philadelphia. Relatively few people have heard of Sul-Spansion, and even those who are now hearing of it for the first time may be inclined to dismiss it with a shrug. This is something of a pity because Sul-Spansion, setting aside such products as bourbon whisky, is one of the most remarkable liquids ever produced. It does not contain a previously unheard-of drug that will revolutionize the practice of medicine or even the treatment of any particular disease. It will neither stimulate nor tranquilize anyone and is not full of vitamins or minerals. All it will do is cure some diseases, among them bronchitis and tonsillitis, urinary infections and pneumonia.

These may be modest qualifications today, and it is difficult to make much of a case for Sul-Spansion on the strength of them. What is really remarkable about the new drug is not what it does but how it does it. Sul-Spansion functions like no other liquid medicine, involving a principle that seems likely to have great effect on the future form of orally administered drugs.

Sul-Spansion is also of interest because of its taste, odor, color, texture and stability. In the past 20 years the pharmaceutical industry has made some extraordinary improvements in these matters, although little notice has been taken of them. To the older generation the phrase "take your medicine" still has a dismal ring, worse than "past due." It calls to mind something dark, stinking, slimy and bitter that clogs the throat on the way down, and once down tries to crawl back up again. But to the younger generation, "take your medicine" suggests little horror. Children frequently steal medicine from the bathroom cabinet under the impression that that is where their parents hide the best candy, and many a juvenile stomach has been pumped for this reason. This is probably a good trend. In any case, Sul-Spansion stands as an excellent representative of it.

Starting in left field

THE new principle involved in Sul-Spansion requires some explanation, and it seems best to start at the place where Smith, Kline & French started—in left field. For some years the pharmaceutical industry, doctors, nurses and patients themselves have known that there is something wrong, or at least something very inconvenient, about the oral administration of many drugs. It requires too much time and work. In the common case of the sulfa drugs, for example, it is customary for a physician to prescribe a starting dose of three or four large tablets, followed by

CONTINUED



From this day forward... the daily sound of her footsteps . . . her laughter . . . will be just echoes in the house. But so will the breathless words she whispered as she left: "Thanks, Dad, for a wonderful wedding!"

A "wonderful wedding" . . . a college education . . . when you're planning these things for your children, remember, there's no sounder place to save for them than your Insured Savings and Loan Association.

These days, people put more dollars into Insured Savings and Loan Associations than into any other type of savings institutions. The returns are excellent . . . and your savings carry the insurance provided by the Federal Savings and Loan Insurance Corporation, an agency of the U. S. Government. Add regularly to your present account or open a new one at your Insured Savings and Loan Association.

Where you save does make a difference



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Now! Jams and Jellies sealed easier with Ball Dome Lids—
no paraffin needed!



BALL "HALF-PINTS" COME COMPLETE WITH DOME LIDS. BUY EXTRA BALL DOME LIDS FOR ALL YOUR CANNING.

New Ball "Half-Pint" Jars give far better protection for jams, jellies and relishes . . . plus the easiest way to seal ever developed. The new Ball "Half-Pint" has a screw top—seals with a Ball Dome Lid—needs no paraffin! That's right—no more paraffin mess or danger . . . an airtight seal with a Ball Dome Lid!

Only jar of its kind! Sides are straight, tapered—jelly comes out in perfect mold. Stacks well—saves space. 100% protection from dust and vermin. Perfect for freezing, canning small amounts. Be sure you get the new Ball "Half-Pint" Jars.

Cream-White Enamel Protects Best!

The enamel lining on each Ball Dome Lid gives extra protection for all your canning. Won't rust or corrode—clean and sanitary even when removed months later. And the live red rubber gives a positive vacuum seal! Easy to test—Dome down, jar sealed!



Look for Ball "Half-Pints" in this blue and white case at your store!

Ball Brothers Company—also manufacturers of "Hygeia" Nursers, Commercial Glass Containers and Metal Closures, Decorative Plastics, Rubber Products, Litho Plates and Other Zinc Products.

LONG-PLAYING MEDICINE CONTINUED

sustaining doses of one or two large tablets at six-hour intervals. Otherwise the patient will soon excrete the drug and there will not be a sufficient concentration of it in his bloodstream long enough to cure what ails him. This is irksome to the patient, who must watch the clock carefully, keep a supply of the medicine close at hand and, if he is anxious to get well in a hurry, get up once or twice during the night to dose himself. If the patient is hospitalized, the frequent dosing is a tedious chore for nurses and attendants. In a recent time-and-mileage survey made in a Seattle hospital it was found by the use of pedometers that a student nurse walked 21 miles in a single day when conditions were normal and walked 35 when they were hectic, accumulating a great deal of the mileage in journeys from bed to bed with doses of medicine. Not even the troops of William Tecumseh Sherman could have kept up that pace for long.

Smith, Kline & French, which, like other drug companies, has been preoccupied with the problems of frequent dosage for several years, first marketed a partial solution in 1952. The company's research scientists found that granules of a drug could be coated with a fatty substance which would dissolve at a uniform rate in the human stomach and intestines. Thinly coated granules would release their medication almost at once, while those with thicker coats would release it in one, two or even 12 hours. A capsule containing many granules with coats of varying thickness would thus provide a prolonged, steady release of medication and take the place of two or three conventional, spaced doses. It would also avoid another of the problems of repeated dosing by producing a constant rather than a vacillating concentration of the drug in the circulatory system. The company invented a new word, Spansule, for a capsule filled with these coated granules, and now sells eight drugs in that form, among them antihistamines, sedatives, stimulants and tranquilizers.

A walnut-sized pill

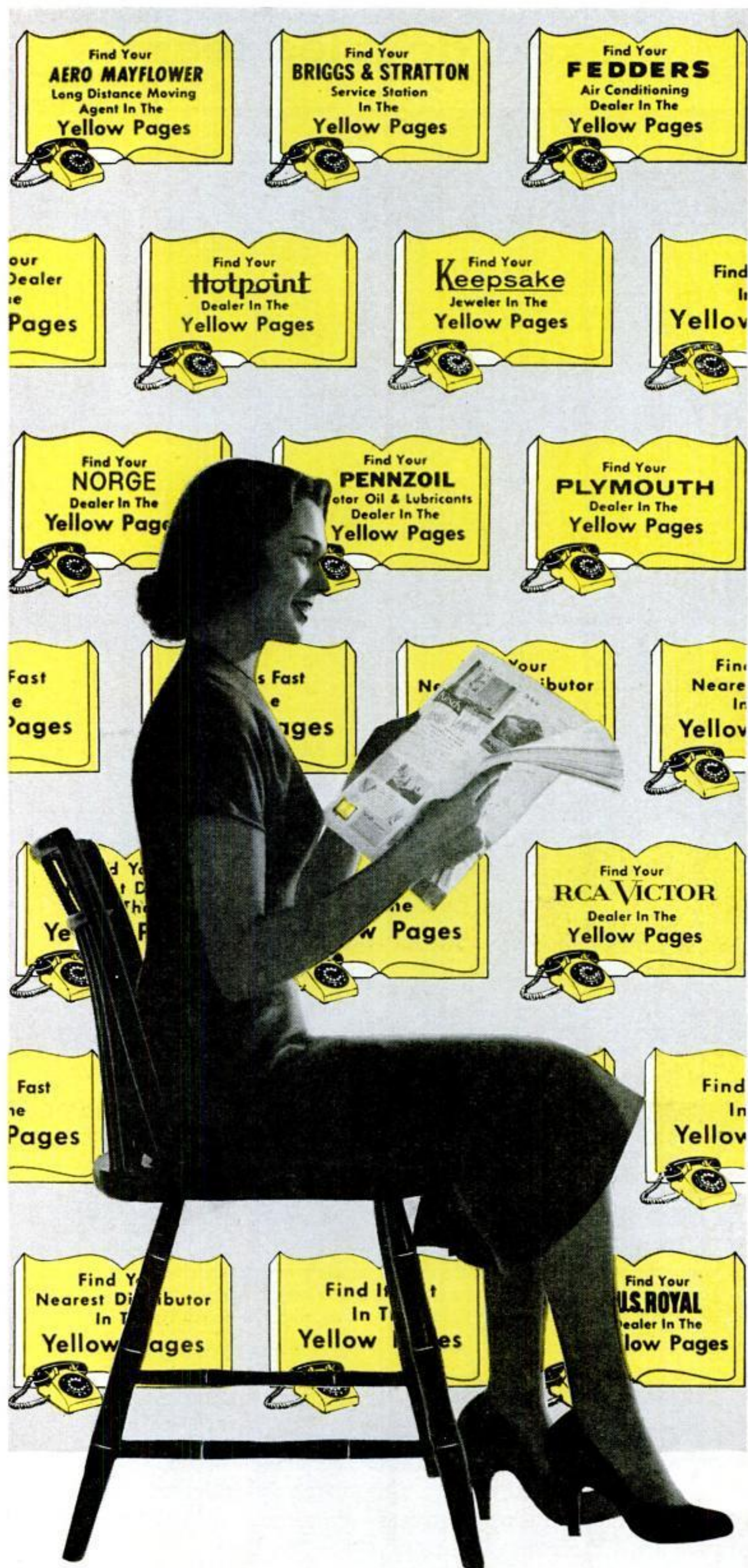
THE sustained-release capsules and tablets, while technically remarkable, do not fill all needs. Some drugs, including the sulfas, must be administered in such quantity that a Spansule of them, to be effective, would have to be the size of a walnut. Moreover there are many individuals, particularly children, who resist swallowing capsules or tablets of any size. Anyone who has ever tried to jam half an aspirin tablet down the gullet of an unwilling child will realize that the administration of a two-day course of sulfa tablets to an intractable youngster is a task beyond the powers of all but the strongest and most patient parents.

Soon after introducing the Spansule, therefore, Smith, Kline & French undertook to incorporate the sustained-release principle in a liquid. This was a formidable assignment: the coated granules in a Spansule are about the size of poppy seeds, and a liquid filled with them would have the texture of wet sand. To be acceptable the granules, complete with coatings of varying thickness, had somehow to be reduced in size to the micron range around .002 of an inch in diameter.

Research was begun on the project in 1952, although at that time the company had no particular drug in mind as a candidate for suspension in a liquid. The problem was merely to determine whether such a liquid could be made, and then to determine whether it would remain stable and not divide into sludge and thin fluid as, for example, calamine lotion does. While some technicians worked on this problem, others searched for a likely drug to suspend in the liquid and at length found one within the sulfa family, a jawbreaker called sulfaethylthiadiazole.

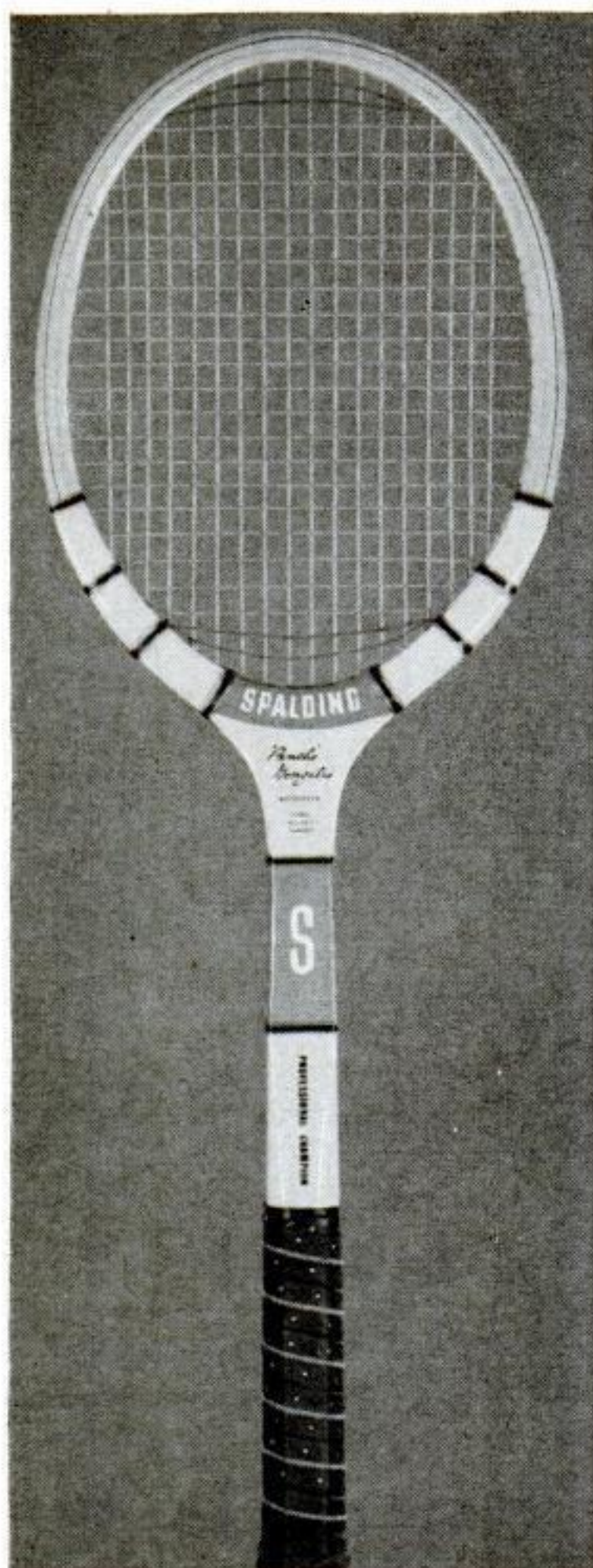
Sulfaethylthiadiazole, which was first compounded in Germany in the early 1940s, had been examined soon thereafter by American medical researchers who concluded that it was not an effective drug. It had excellent germicidal properties and it also had a great advantage over most other sulfonamides in that it produced few if any undesirable side effects. Most sulfonamides form insoluble crystals within the kidney which can cause grievous damage. Sulfaethylthiadiazole is almost completely soluble and thus eliminates the danger of crystals in the kidney. But early laboratory tests showed that it had one disqualifying feature: when it was given to mice, the mice excreted it far too rapidly for it to have much beneficial effect against disease. Because of this the drug was ignored for some years.

In re-evaluating the drug, however, Smith, Kline & French took an interesting and bold approach. On the theory that sulfaethylthiadiazole was really intended to cure disease in men, not mice, the company's researchers tried giving some sulfaethylthiadiazole to men. The men did not excrete it nearly so rapidly as the mice,



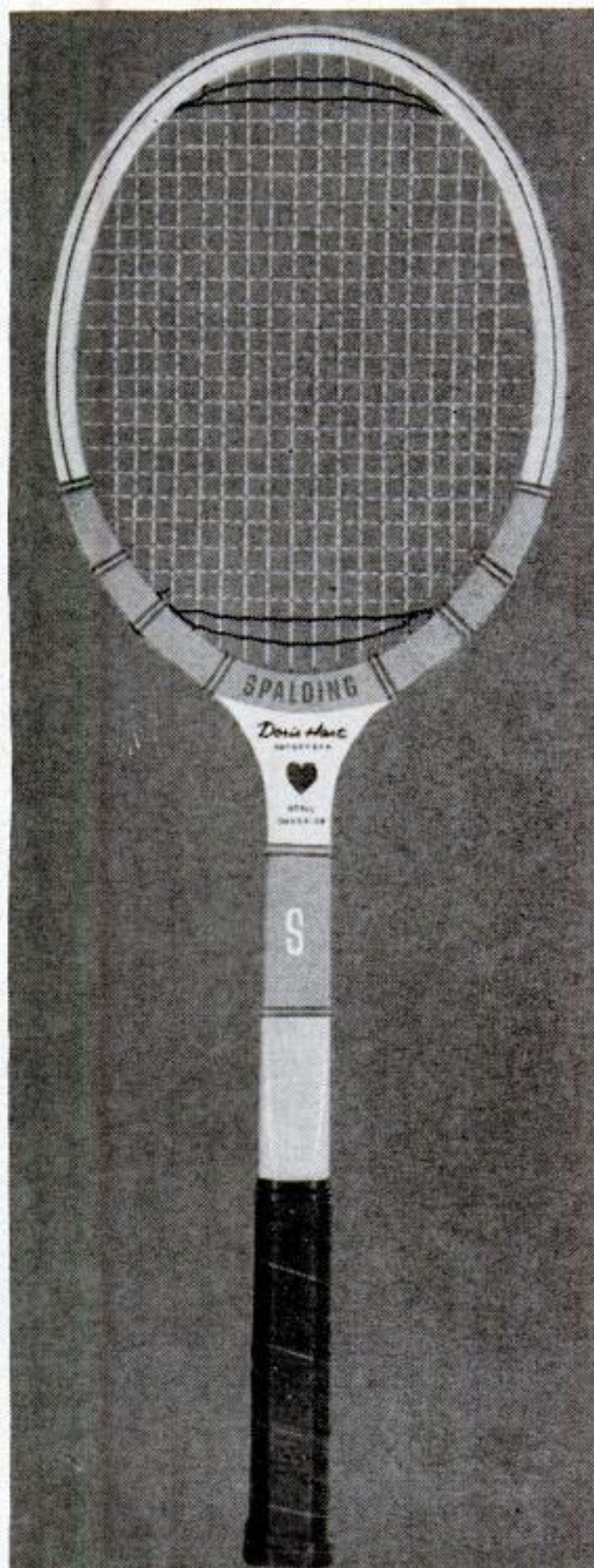
Look for the Yellow Pages emblem in advertising to save you time and trouble in shopping. It helps you find the retailer who sells the advertised product by guiding you to the Yellow Pages of your telephone book. That's where leading advertisers list their dealers for your shopping convenience.

Put Spalding on your mixed doubles team!



PANCHO GONZALES

The SPALDING Gonzales Autograph is as fine a man's racket as money can buy. It has laminated construction of selected hardwood strips—one fibre strip for extra strength. And it's perfectly balanced so you stroke each shot the same way. \$23.00 strung with Pro-Fected Nylon.



DORIS HART

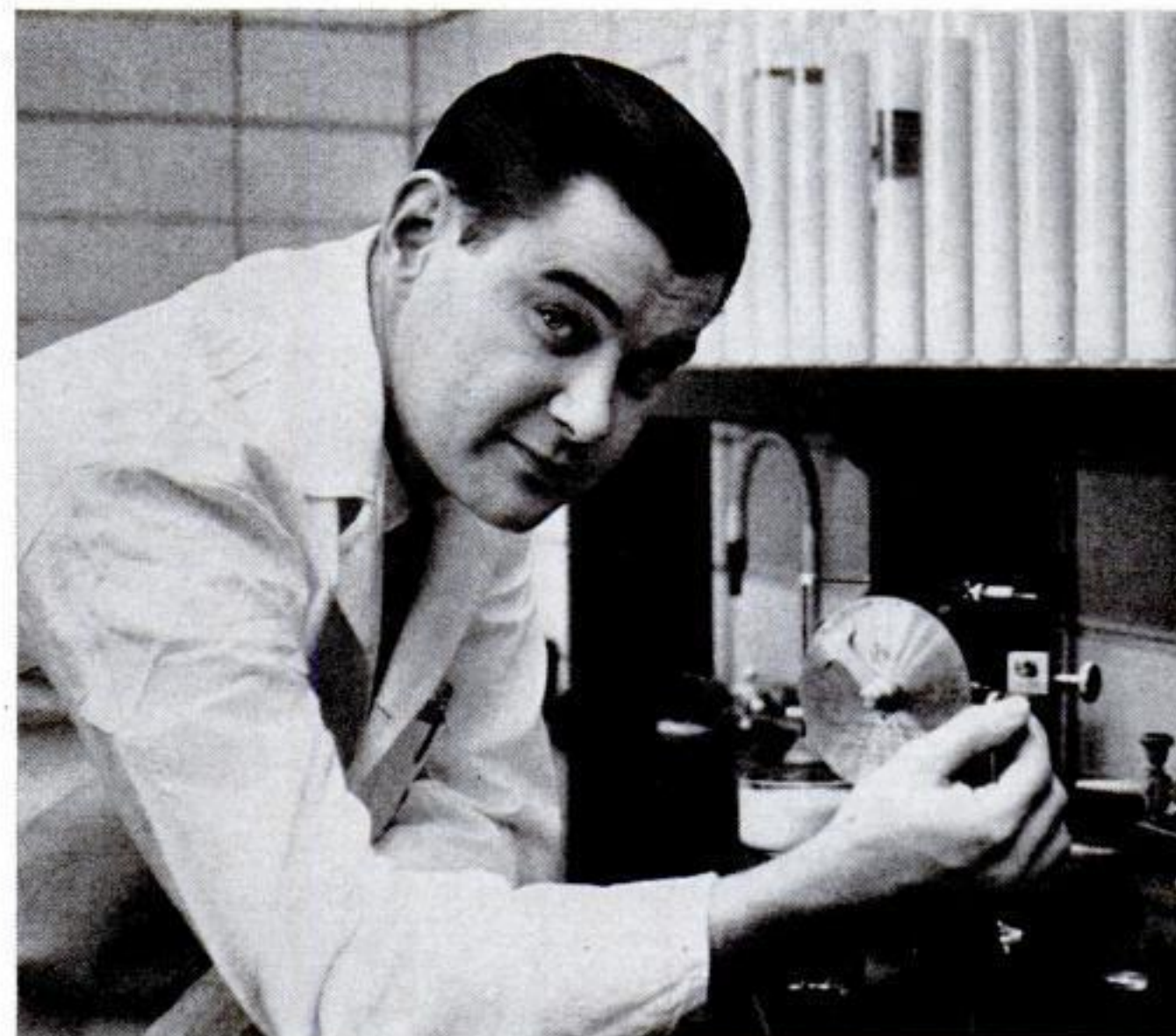
The SPALDING Doris Hart Autograph is a premium-grade racket especially designed and weighted to suit a woman's style of play. Made of laminated maple with white shoulder reinforcements, it's colored a fashion-right pink. \$20.00 strung with Pro-Fected Nylon.

MAN OR WOMAN, you'll play better tennis if the racket you use is a Spalding.

Why? Because Spalding rackets are designed with the help of and played by the greatest stars in the game. Gonzales used the Spalding racket that bears his name to win the 1956 World's Professional Championship. The Doris Hart Autograph is the very same racket that won last year's top women's events at Wimbledon and Forest Hills.

The record of these two great rackets is typical of the kind of consistency a Spalding can bring to *your* game. See the full line of rackets for every player's game and pocketbook at your Spalding dealer's soon. All Spalding merchandise is unconditionally guaranteed.

SPALDING
sets the pace in sports



DRUG'S PERFECTOR, Pharmacist Manford Robinson, works with a tensiometer, which measures tension between the liquid and the sulfa particles.

LONG-PLAYING MEDICINE CONTINUED

and thus a very useful drug, perhaps the most useful of all the sulfonamides, was rehabilitated.

The reduction of sulfaethylthiadiazole not merely to powder but to extremely fine and uniformly grained powder was a difficult but not insuperable technical problem. Researchers solved it fairly quickly. The major headaches lay in finding a means of applying even coatings to the microscopic grains and in developing a new coating material. The one used in the Spansules was not suitable for this purpose. It was not only a question of finding a soft substance such as wax which would melt at a predictable rate when exposed to body heat. The material would also be exposed to various digestive and enteric fluids which would affect its rate of dissolution, and it was necessary to make careful allowances for these. Exactly or even approximately how the company formulated and applied the proper coating is a valuable industrial secret. A rough notion of how valuable is suggested by the amount of effort and money put into the project: during the development period a team of 22 pharmacists, pharmacologists, chemists, biochemists, physicians and microbiologists spent more than 75,000 manhours of work and ran up a laboratory bill of nearly \$400,000. By the time Sul-Spansion reached the market, the company had invested more than \$1.5 million in it.

The research team was headed by a brilliant 32-year-old pharmacist named Manford Robinson, who brought the work to a successful conclusion about seven months ago. That is, he produced an extraordinary liquid. It was full of micron-sized particles, thousands to the tablespoonful. It was certain not to divide into layers of fluid and sludge. And it achieved its main purpose of being capable of releasing medication over a 12-hour period.

An esthetic failure

THIS, however, was not the end of the project. Medicinally Robinson's product was fine, but esthetically it was repulsive. It had the gray-white color of the underside of a flounder, a bad taste and the musty odor of wet newspapers.

A few years ago the company might have sent the product to market exactly as it was, or at the most thrown a charge of rank peppermint flavor into it. But today the pharmaceutical industry has become so keenly competitive that it must pay careful attention to the feelings of the ultimate consumer, the runny-nosed, fevered and speckled wretch who pays for the medicine and swallows it, or at least makes an effort to do so before pouring it down the drain. To produce an effective medicine is no longer enough. If it does not taste like something on the menu of a gastronomical society, the manufacturer is in trouble. Consequently the company set out to change the color, odor, taste and aftertaste of Sul-Spansion, spending a lot more research money in the process.

The basic method of changing or masking an unpleasant taste has been known to pharmacists and housewives for thousands of years. One of the earliest uses of it is found in the records of

CONTINUED



You've earned it...LIVE A LITTLE!

Accomplishment deserves reward. So tonight when you enjoy a relaxing moment...do yourself a *real* honor. Make it the superlative flavor, the finer quality, of famous bonded Old Forester—America's *only* registered* bourbon. There is nothing better in the market.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



* Here is the whisky that lives up to your confidence. The complete history of every bottle is registered, to satisfy us that it meets our highest standard of quality...to assure you there is nothing better in the market.



Now more sun than ever in Kellogg's Corn Flakes

Kellogg's Corn Flakes has often been called "packaged sunshine." That's because corn soaks up more sun than any other grain. *Now it gives you more sunshine than ever . . . a whole day's requirement of sunshine vitamin D in every one-ounce serving.* That's the vitamin, you know, that helps important minerals like calcium and phosphorus do more body-building for you. Accelerates their action. Makes the milk mean more. So sun-up with Kellogg's!

FRESH FROM **Kellogg's** OF BATTLE CREEK

*This is the cereal
people run out
of most often.
Don't be caught
without a spare
at your house.*





EARLY PRESCRIPTION for a spear wound during Trojan War involved taking rust from spear which did damage and scraping it into the open wound.

LONG-PLAYING MEDICINE CONTINUED

Egyptian physicians of about 1500 B.C., who had a small problem with one of their medicines. The prescription, designed to prevent babies from crying, consisted of a substantial dose of flyspecks. But the children refused to swallow it. No one knows how many flyspecks were rejected and wasted before the physicians hit upon a practical solution, which was to mix the flyspecks with an herb so strongly flavored that the children could taste nothing else.

As time passed, it became evident that herbs were not sufficient for all purposes. Some medicines have natural odors and flavors so potent that no mere pulverized vegetation can hide them. Goddard's Drops, a 17th Century nostrum, smelled so awful that the inventor recommended that users "add so much Spirit of Nitre as will dissolve the oyle, and then mix it with four times its weight of Spirit of Wine. Then you should give 20 to 60 drops in a glass of canary."

Seventeenth Century pharmacists, in addition to masking evil scents with great skill, also made a brave attempt to eliminate the problem entirely. They experimented with "sympathetic remedies" for injuries, which were applied not to the patient but to the instrument that had hurt him. If a man was wounded by an ax, sword or spear, his injury was merely washed and bandaged, while all the ointments, powders and liquids were applied to the weapon. A number of remarkable cures were effected in this way, but unhappily it too had its disadvantages, one of which is pointed out in Wooten's *Chronicles of Pharmacy*. In this case, which involved a carpenter who had gashed himself with an ax, the ax was duly covered with medication and hung up in a cupboard. The carpenter's wound progressed satisfactorily for some time, but then he suddenly suffered an acute and painful relapse. Upon investigation, it was discovered that the ax had fallen off the nail on which it had been hung, which illustrates the unlucky sort of thing that frequently happens in pharmacy. Soon thereafter this line of experiment was abandoned.

In the modern era, needless to say, no responsible drug manufacturer would dream of using such raw materials as flyspecks. Early barbarities have been replaced by green, hairy molds such as are found on rotten fruit, by glands taken from freshly killed hogs, and similar items approved by enlightened science. However, the taste problem remains about the same. Herbs and wine are still used, but recently many more flavoring agents and techniques have been added.

Before a given medicine can be made palatable it is first necessary to determine just how bad it tastes and why. In the drug industry this function is seldom performed by just one man, who might have a deficient sense of taste or a predilection for some unpopular flavor, but by a group of specially trained employees incorporated in a "taste panel."

The first duty of a panel member is, of course, to say "good" or "bad," but thereafter he must decide into which of the four categories of taste—sweet, sour, salty or bitter—the given item falls. This is not invariably easy. Only about 3% of the U.S. population is color-blind, but many people are "blind" to one or more categories of taste. Moreover, the panel member must be able to determine the relative strength of the taste and to grade the product for first taste, aftertaste, color, odor and texture, or "mouthfeel."

CONTINUED



Your first step



toward fun



is a step in U.S. Keds



LOOK FOR THIS BLUE LABEL



The Shoe of Champions



United States Rubber

ROCKEFELLER CENTER, NEW YORK 20, N. Y.

SEE THINGS YOU NEVER SAW BEFORE. VISIT U. S. RUBBER'S NEW EXHIBIT HALL, ROCKEFELLER CENTER, N. Y.



The **most important plug** in your tackle box!



Many experienced fishermen carry spare AC Hot Tip Spark Plugs in their tackle boxes. They rely on AC Spark Plugs for quick-starting, smooth-running engines to take them where the fishing's best!

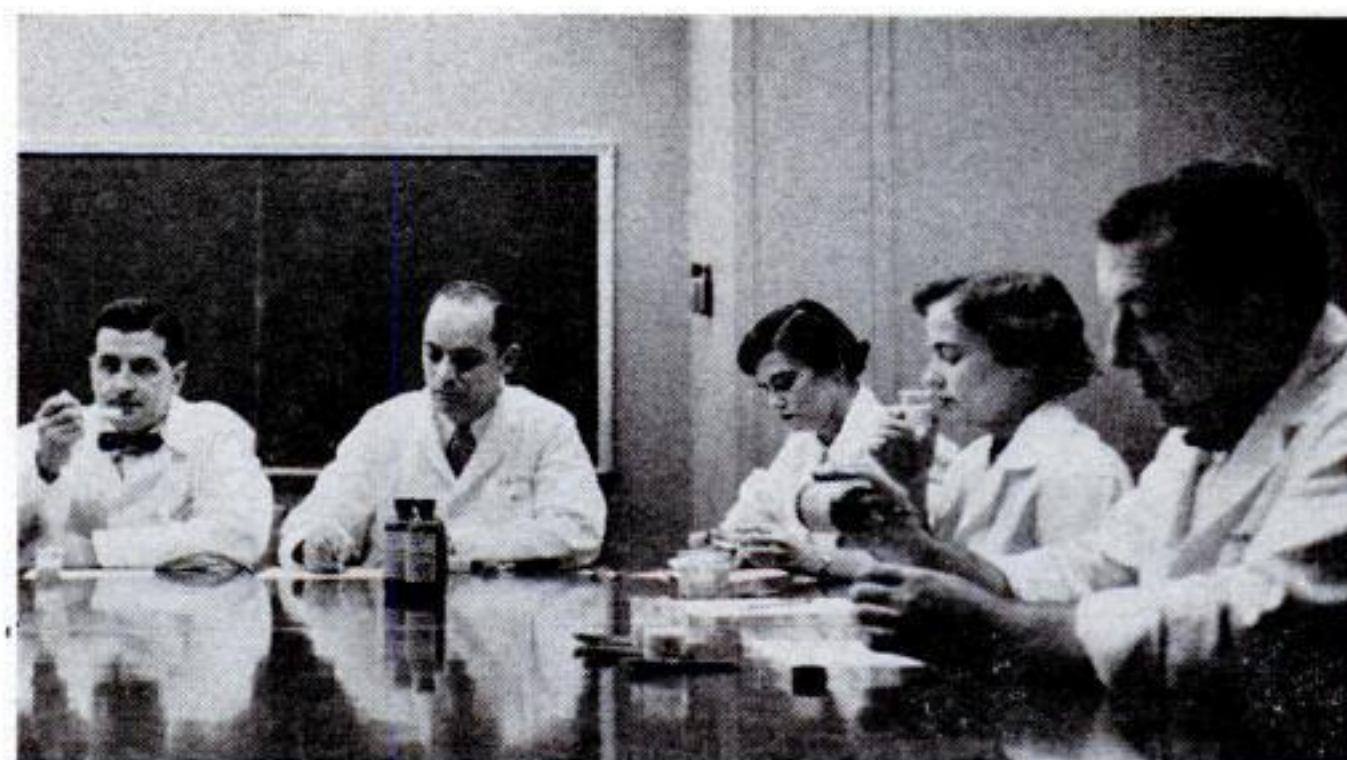
And leading manufacturers—Johnson and Evinrude—approve AC "Hot Tips" for their engines. AC Spark Plugs are marine-engineered for outboard or inboard engines. They're rustproofed to prevent corrosion. The AC "Hot Tip" heats up fast to burn away fouling oil and carbon deposits as soon as they form . . . gives faster starting, smoother performance from idle to full-throttle!

So, carry spare AC Hot Tip Spark Plugs in your tackle box. Get them from your nearby AC dealer.



**HOT TIP
SPARK PLUGS**

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS



TASTE PANEL at Smith, Kline & French tests new drug's flavor, odor and texture, sends it back to lab for improvement until it meets specifications.

LONG-PLAYING MEDICINE CONTINUED

In the case of Sul-Spansion, the taste panel objected to every feature except mouthfeel. The liquid has a pleasant consistency, thicker than water but not gluey, neither slippery nor chalky, but feels somewhat as one might expect a spoonful of compressed fog to feel. But in view of its other failings the panel hastily sent it back to the laboratory.

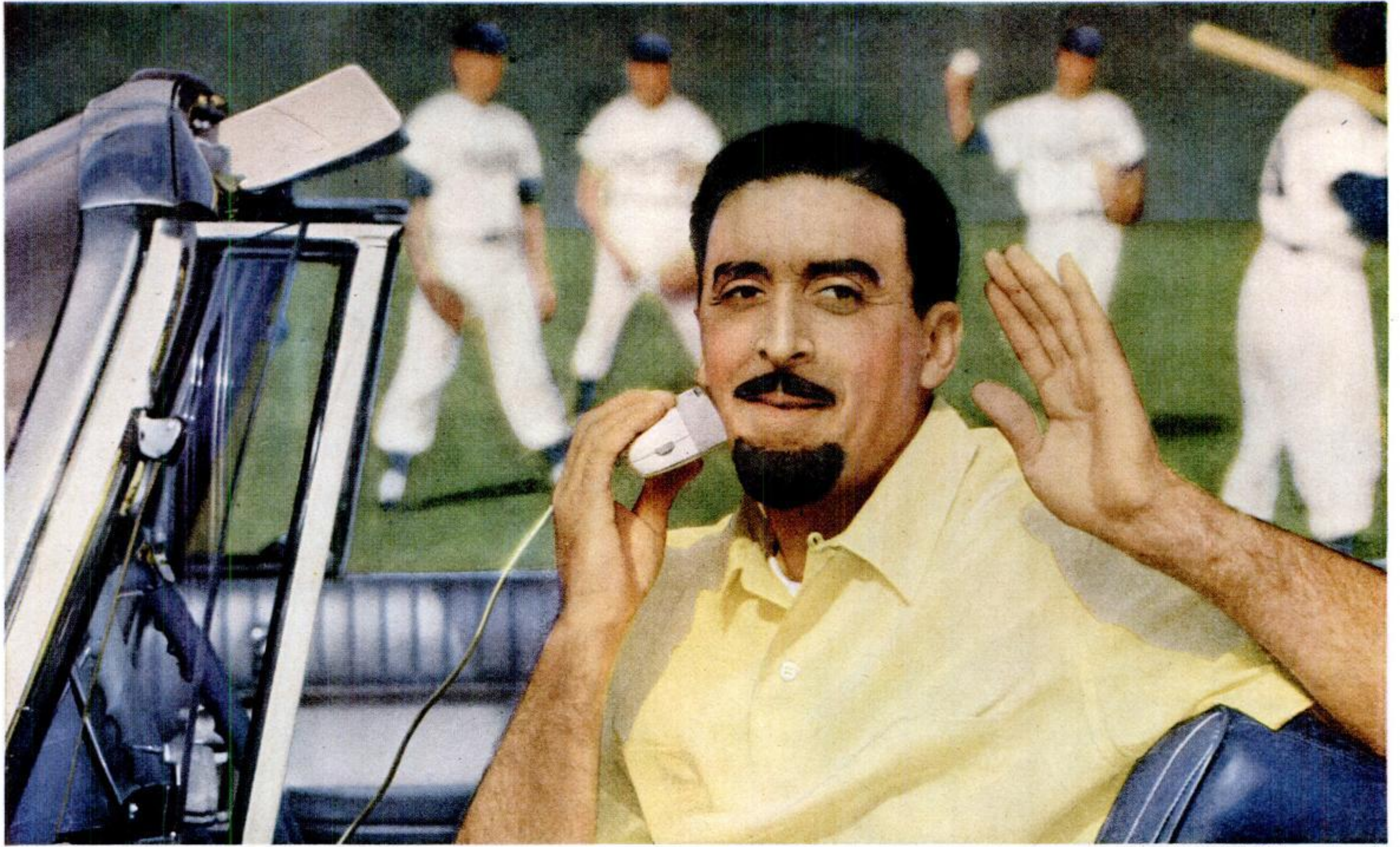
In tinkering with the color and flavor of a modern medicine, laboratory technicians must bear in mind some basic principles, the fruit of consumer and motivational research of recent years. An obvious one, long ignored, is that there must be a reasonable accord between the color and flavor of any product. Most consumers, for example, are conditioned to the notion that a cocoa-colored substance will taste like chocolate. When they place some of the substance in their mouths, their brains insist that it does taste like chocolate. But if their taste buds signal that it actually tastes like lemon, the consumers are frustrated, annoyed and unlikely to try the product again. Also the age and sex of the individuals for whom the product is intended must be taken into account. Sul-Spansion, which is supposed to be taken by patients of both sexes and all ages, theoretically requires a color, flavor and odor which will be pleasant to everyone, but this is an impossible ideal. About 70% of all women, for example, but only 50% of men, like the odor of pineapple. The most popular of all fruit odors among women are strawberry and raspberry; among men they are apple and orange. Preference for odors changes with age. About 70% of all individuals below the age of 25 are fond of the odor of chocolate, which is preferred by only 42% of those above 45.

No pale blues or blacks |

PREFERENCE for color also varies with sex. In addition there are some colors which perhaps should never be used for any medicine: pale, washed-out blues and yellows suggest feebleness and melancholy, for example, and black suggests the local funeral parlor. Occasionally the choice of a color may produce a small crisis within the tasting and merchandising departments of a pharmaceutical company, as it did recently at the J. B. Roerig Company. Roerig had produced a drug in tablet form, Bonadoxin, which relieves nausea in pregnant women, and there was a large argument over whether the tablets should be colored pink or blue. Pink tablets, it was felt, might be offensive to women who hoped to produce male offspring, whereas women who hoped to have girls might be offended by blue. In the end, Roerig colored the tablets blue on one side and pink on the other, giving women the option of swallowing them either side up.

In an effort to please everyone, Smith, Kline & French introduced a large number of flavoring agents into Sul-Spansion, among them chemicals designed to give tastes of pineapple, raspberry and vanilla. After the introduction of each, the product had to be carefully retested to determine whether the flavoring material had caused any unexpected chemical action which might affect the medicinal properties of the product. Eventually, after about 15 flavors had been introduced, the taste panel announced that it was satisfied. The complete roster of flavors and their proportions is another industrial secret which Smith will not even tell Kline, but the net effect is pleasant. No one flavor predominates, the whole tasting like an unrecognizable but perfectly plausible fruit candy.

The problem of color was considerably easier. After a brief excursion in the direction of yellow, the chemists came up with a



Photographed at Dodger practice session

CAMERA CATCHES SAL "THE BARBER" MAGLIE SHAVING BASEBALL'S TOUGHEST BEARD WITH

NEW REMINGTON AUTO·HOME ROLLECTRIC

Shaves Hidden Beard, Heavy Beard anywhere...in home or car



Sal plugs in Rollectric. Right into the cigarette lighter socket. No switches. Changes to car voltage automatically. Uses only $\frac{1}{4}$ the current of a car radio.



Rollectric whizzes through whiskers. Exclusive Roller Comb action smooths skin and pops up whisker bases for a close, clean, comfortable shave.



22 Seconds later. Not a whisker left! Gone, too, is Sal's *Hidden Beard* — the whiskers below ordinary shaving level. His shave will last *hours* longer!



For a peach of a shave
...anywhere

Sal Maglie, pitching star of the Brooklyn Dodgers, grew a Vandyke that was the perfect challenge for the amazing new Rollectric Shaver.

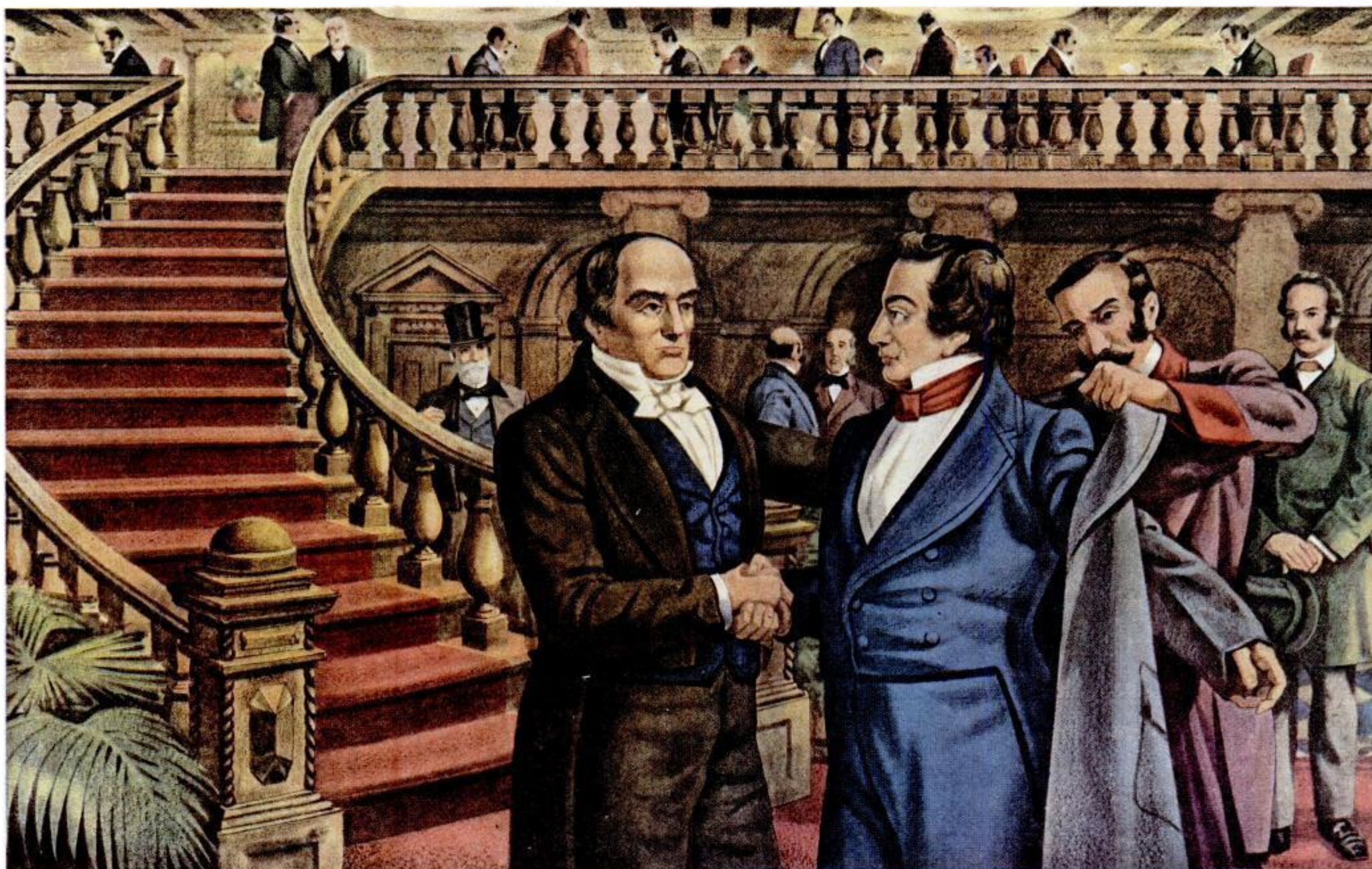
While Sal sat in his car, the Rollectric went to work on his tough beard. No other shaver could do such a clean, close job...so *comfortably!* Because no other shaver has this revolutionary shaving head. And talk about *fast!* Sal's heavy Vandyke disappeared in 22 seconds flat!

Sal could have done the same wonderful job at home, too! This Auto-Home Rollectric gives a peach of a shave anywhere — in car or home.

Remington AUTO·HOME *Rollectric*

SEE SAL MAGLIE'S HISTORIC SHAVE ON "GUNSMOKE" AND "WHAT'S MY LINE", CBS-TV

A PRODUCT OF **Remington Rand** ELECTRIC SHAVER DIVISION OF SPERRY RAND CORP., BRIDGEPORT 2, CONN.



DANIEL WEBSTER GREETES WASHINGTON IRVING, 1843

It was in such distinguished company as this, which often met at Gadsby's in Washington, D. C., that the great American orator would enjoy Old Crow, the bourbon he proclaimed as "the finest in the world."

OLD CROW

Kentucky Straight Bourbon Whiskey

From frontier outpost to the elegant East, Old Crow quickly became America's most respected bourbon. The quality that brought world-fame to its name remains unchanged to this day—whether you choose the milder 86 Proof bottling or the renowned 100 Proof Bottled in Bond.

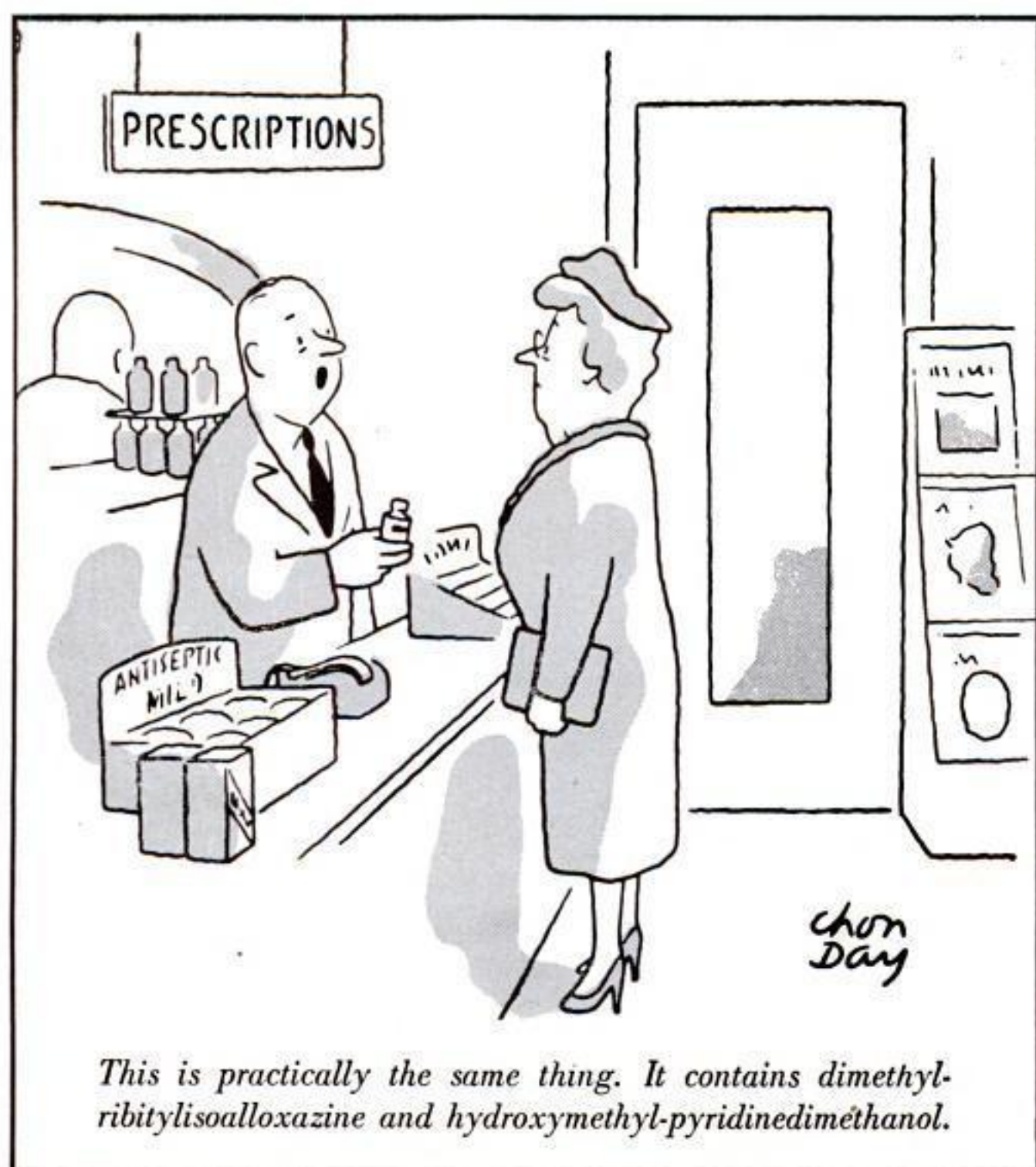
**NOW IN A Milder
LOWER-PRICED 86 PROOF BOTTLING!**

*Old Crow is now available in a milder
86 Proof bottling, today's highly popular companion
to the historic 100 Proof Bottled in Bond.*

"The Greatest Name in Bourbon"



THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KY., DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CORPORATION



DRAWING BY CHON DAY.
© 1950 THE NEW YORKER MAGAZINE, INC.

JAWBREAKING NAMES, as cartoon suggests, present a sales problem. Variety of drugs also prevents druggists from stocking all available products.

LONG-PLAYING MEDICINE CONTINUED

shade of pink which seemed readily acceptable to most consumers. It is not a baby pink or a ladies'-undergarment pink, but as masculine a shade as is likely to be found in that color, short of red. This may not be a great attraction to most men, but they will doubtless be able to swallow the stuff all the same.

After the development and the flavoring and coloring of the product, it would seem that the next logical step might have been to place it on the market. But there remained a final problem, the invention of a name, which was far from easy. The pharmaceutical industry now manufactures so many products and annually develops so many new ones that sensible, memorable names for them have become exceedingly hard to find. The chemical names of drugs are as a rule too lengthy and too difficult to pronounce (sulfaethylthiadiazole being a good example), and most of the short, catchy combinations of letters with an authoritative, medical sound have already been appropriated by one company or another. There is very little room between any two names to wedge in a new one. For example, it is conceivable that a physician will say to his patient, "George, you had better run down to the drugstore and get some Alkasol immediately, or you will drop dead."

"Alka-what?" George will say.

"Alkasol. Run, don't walk."

But by the time George gets to the drugstore he will have forgotten the exact name. "Quick," he will say, "give me some al—some al—something with three syllables, begins with al."

At this the druggist will begin to recite the following list, which consists of pharmaceutical products actually on sale today: "Alacroid, Alacria, Alba-Gar, Albatum, Albolene, Alcaroid, Alcitex, Alcolo, Aldarsone, Alephed, Alepsal, Alerdex, Alevaire, Alfacol, Alginex, Algoson, Alidase, Alkadol, Alkafras, Alkarhein (George drops dead), Alkasol, Alkatal, Alkatabs, Alka-Zane, Alkolave, Allercorb, Allergex (George is removed to the morgue), Allermist, Allonal, Allydyne, Alma-Tar, Almatone, Alminate, Almora, Alobile, Alokreem, Alomin (preparations are made for George's funeral), Alophe, Alracomp, Alsical, Altapose, Altrisil, Alucen, Aludrine, Aludrox, Alupec, Alu-Pine, Alurate, Alysine and Alzinox." (George is buried. Druggist drops dead.)

Names for new products are usually invented by employees of the drug companies, who think them up in their spare time and submit lists of them to management. But as may be seen above, the problem has become so difficult that pharmaceutical name-coiners everywhere are at their wits' end. In this light the early efforts of Smith, Kline & French to find a name for its new product do not appear as odd as they might at first glance. Because the

CONTINUED

Discriminating descendants

giving the Governor to Dad

ESQUIRE SOCKS
"THE SMARTEST THING ON TWO FEET"

100% NYLON
Governor
Sanitized
\$7.00

ONE SIZE FITS ALL

THE GOVERNOR
THE FIRST AND FINEST MEN'S STRETCH SOCK
SANITIZED FOR LASTING FRESHNESS

A remarkable sock! The new Governor® gives you wrinkle-free **smoother fit**... rises higher and more neatly on the leg. There's a **softer feel**, thanks to the luxurious all-nylon richer weight. And, its **Sanitized® finish** will give you lasting freshness! \$1.

ESQUIRE SOCKS® Division of Chester H. Roth Co., Inc.,
Manufacturers, New York City 



Find out what fun a train can be



It's fun to ride high in this new kind of train, where you see all the sights. Quieter, smoother, too. And wonderful Fred Harvey food. For reservations, consult any railroad or travel agent.



\$66¹²

(plus tax)
One way between
Chicago - Los Angeles
including extra fare.
Lower with Family Fares.

El Capitan

New
HI-LEVEL

CHICAGO - LOS ANGELES

LONG-PLAYING MEDICINE CONTINUED

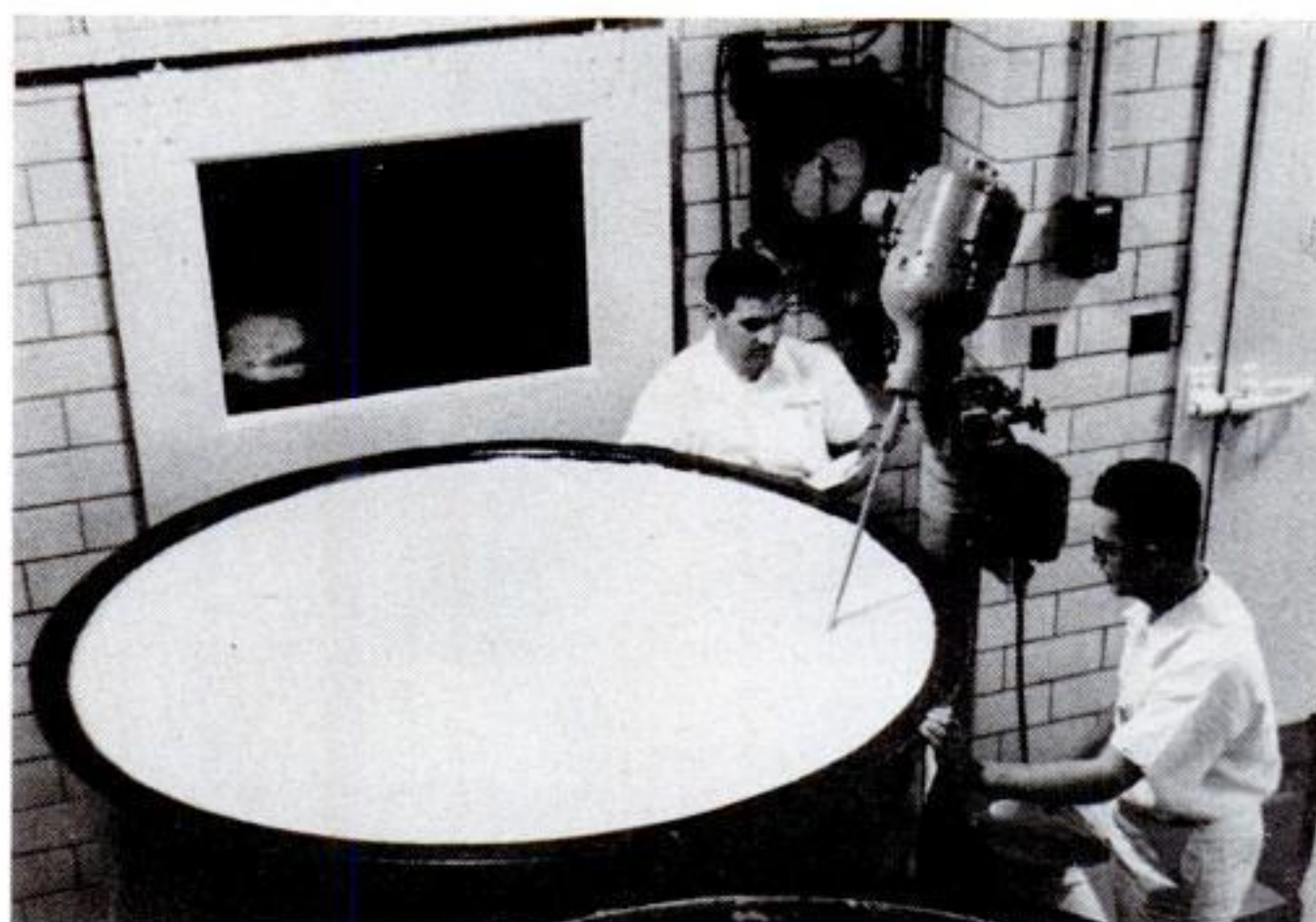
new drug was to be sold by prescription only, it was not necessary to invent a name that would gain instantaneous consumer acceptance. But the name would have to gain doctor acceptance and druggist acceptance, and these are every bit as important. Unless the name was easy to remember and, in addition, provided some clue as to what was in the drug and what it was good for, the nation's doctors, who may have a choice of 20 drugs to prescribe for a given ailment, might forget to prescribe it, and the nation's druggists, whose shelves are overloaded with remedies anyway, might forget to stock it. Without a good name a product might never get out of the warehouse.

It was agreed that the name for the new drug should contain the words "Spansule" and "Suspension" and that there should be some preliminary word to give the whole thing a good medical ring. From six of the best preliminary words—Actomid, Eskasul, Monozil, Sethazil, Sethazine and Unifon—the word Sethazil was chosen, and the three-word combination was submitted to the corporate management. But the president of the company, Francis Boyer, promptly rejected it on the ground that he felt ridiculous when he tried to say "Sethazil Spansule Suspension." Accordingly the last two words were condensed to Spansion, the prefix Sul- was added, and the medicine was named. There is no closely similar name in the list of U.S. pharmaceuticals, the nearest being Sul-fonsol Suspension and Sulusponge. The most similar nonpharmaceutical trade name is Suspants, a ladies' panty girdle.

Recently several of the major manufacturers, including Abbott Laboratories, Chas. Pfizer and Smith, Kline & French itself, have been attempting to solve the name problem through the use of electronic devices. The most ambitious work has been done by Pfizer, which commissioned the International Business Machines Corporation to make a 42,000-word dictionary of possible new words. IBM made the dictionary on one of its enormous computers, feeding the machine a number of medical-sounding prefixes, suffixes and internal syllables and instructing it to arrange them in combinations. Many of the words made up by the machine are of no use. They have the disadvantage of meaning something, have already been copyrighted by some drug manufacturer, or have an obscene or blasphemous sound. But many others are quite useful and will save Pfizer's name-inventors a great deal of work. Pfizer will not disclose any of the names that may eventually be used but does not mind mentioning some rejects, among them ywuvite, terrol, combomycin and abechamycin. Another reject, impiously suggested by the machine as a name for the next new antibiotic Pfizer markets, is goddamycin.

The commercial success of Sul-Spansion is already assured, but, like many of the other new drugs, it will never make a vast fortune for its manufacturer. It is a "bread-and-butter" drug, a product that should sell steadily but not miraculously for a long period of time.

What is truly impressive is the potential market for sustained release liquids in general. The principle can be applied to other drugs with annual sales running into the hundreds of millions. In time a majority of all prescription drugs sold in the U.S. may be dispensed in this form, or in capsules and tablets using the Spansule concept. This will be a great day for the ill, who will have to take their medicine only once every 12 hours, the next best thing to not having to take it at all.



THE FINAL PRODUCT of all the work is 700-gallon vat of Sul-Spansion, here being stirred by big mixer (right) before being drained into bottling room.

morning, noon and night...

*Everything tastes
better outdoors*



TURN THE PAGE for new recipes and meals to try and treasure —

brought to you by **FRENCH'S**
the mustard with the
light and lively flavor!





How to be the world's best outdoor cook

*In three
easy meals*

10 exciting new menu
and recipe ideas from **French's**,
the world's most popular mustard

Good neighbor Brunch

Assorted fruit juice bar
Ham Slice with Minute Marvel Sauce
Eggs scrambled with parsley
and French's Onion Salt
Filled coffee cake

HAM WITH MINUTE MARVEL SAUCE

$\frac{1}{2}$ cup currant jelly
 $\frac{1}{2}$ cup French's Mustard
1 precooked ham slice

Melt jelly over low heat. Stir in mustard until well blended. Brush one side of ham slice with the mustard sauce. Broil 5 to 8 minutes depending upon thickness. Turn and brush second side. Continue to broil until nicely browned. Pour additional sauce over ham before serving. This sweet-and-sour sauce is also delicious with turkey or chicken.

NOTE: French's Onion Salt does something wonderful for scrambled eggs or omelets.

High noon Family Feast

Steak with Savory Butter Spread
Foil-baked potatoes
Raw vegetables with dip of French's
Mustard-flavored mayonnaise
Cherries and butterscotch brownies

SAVORY BUTTER SPREAD FOR STEAK

$\frac{1}{4}$ lb. butter
3 tbsp. French's Mustard
2 tbsp. chopped chives
 $\frac{1}{2}$ tsp. French's Oregano

2 tbsp. French's
Parsley Flakes
or chopped
parsley

Have butter at room temperature. Cream in mustard, chives, oregano, and parsley. Beat until well blended. Spread on hot broiled steak. Keep a ready supply in the refrigerator for lots of uses. It's wonderful on chops, hamburgers and vegetables, too!

NOTE: For dip, stir 2 tbsps. French's Mustard into $\frac{1}{2}$ cup of any mayonnaise.

Candlelight Terrace Dinner

Shrimp-topped deviled eggs
Oriental Broiled Chicken
Rice cooked in chicken broth
Marinated green bean salad
Half watermelon filled with melon
balls and fruit

ORIENTAL BROILED CHICKEN

3 broilers, split or 6 halves
3 tbsp. French's Curry Powder
 $\frac{1}{2}$ cup honey
 $\frac{1}{2}$ cup French's Mustard

Rub 2 tablespoons curry powder into chicken before broiling. Combine remaining ingredients. Place chicken well brushed with sauce on grill, skin side up. Turn about every 5 minutes and baste each time with mustard mixture. Cooking takes about 45 min., but exact time depends on intensity of heat and broilers' size. Meat is done if joint moves easily when you grasp leg bone.



On food... In food...

**No other mustard has French's
light and lively flavor!**

What sunshine is to summer, French's Mustard is to outdoor eating . . . adds more flavor *on* food, brings out more flavor *in* food! Made with specially-grown mustard seeds and secret seasonings, French's Mustard is tangy-smooth. Even over the hottest fire, its light and lively flavor won't fade out. Remember—everything tastes better outdoors, and almost everything tastes better with French's Mustard!

Another new eat-out idea— *Mustard Bread!*

- 1 small loaf of French, Vienna, or Italian Bread (about 15 inches long) $\frac{1}{4}$ cup butter
- $\frac{1}{2}$ cup chopped green onions or sweet onions (including some of tops)
- 2 tablespoons French's Parsley Flakes or chopped fresh parsley
- 2 tablespoons French's Mustard
- 2 tablespoons French's Sesame Seeds or Poppy Seeds

Cream butter. Blend in onions and parsley. Split loaf long way. Spread with butter mixture. Spread with French's Mustard. Top with seeds. Cut bread diagonally in $1\frac{1}{2}$ -inch slices not quite through crust. Heat in moderate (350° F.) oven 12 minutes or until lightly browned. Hard rolls can be used instead of bread. Serve outdoors or in.



Pontiac engineered the biggest news* in V-8 history!



Pontiac keeps hitting the headlines, this time with a bit of V-8 engineering magic called Tri-Power*! What's this wonder? Just the slickest gas-saving, performance-needling fuel system ever developed . . . and it's available on *all*

Pontiacs at slight additional cost! With Tri-Power, driving response is literally

tame or terrific at the touch of a toe! In normal driving, the engine operates on

Pontiac's standard two-jet carburetor, a real fuel-hoarding tightwad, but nudge

the accelerator pedal and see what happens! Instantly, automatically, 4 more carburetor jets cut in, producing a swift safety-surge of power to meet emergency calls for action! Sound too good to be true? Come in and take your doubts for a ride.

You'll lose them quicker than you can say *Pontiac Tri-Power's terrific!*

*Optional at extra cost on any model.



PROVED BY 100,000 MILES OF RUGGED ROAD TESTS



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

EARP'S OTHER LIFE

When not the marshal, he joins the girls



AS WYATT EARP on television film set, O'Brian rests after tossing down a mug of homogenized milk.

As the steady-aiming, law-enforcing frontier marshal, Wyatt Earp, Actor Hugh O'Brian has little time for the ladies who watch him demolish desperadoes on the most popular of all TV westerns. But between Earp episodes O'Brian likes to play on shows where girls outnumber horses. Recently he has been seen decked with

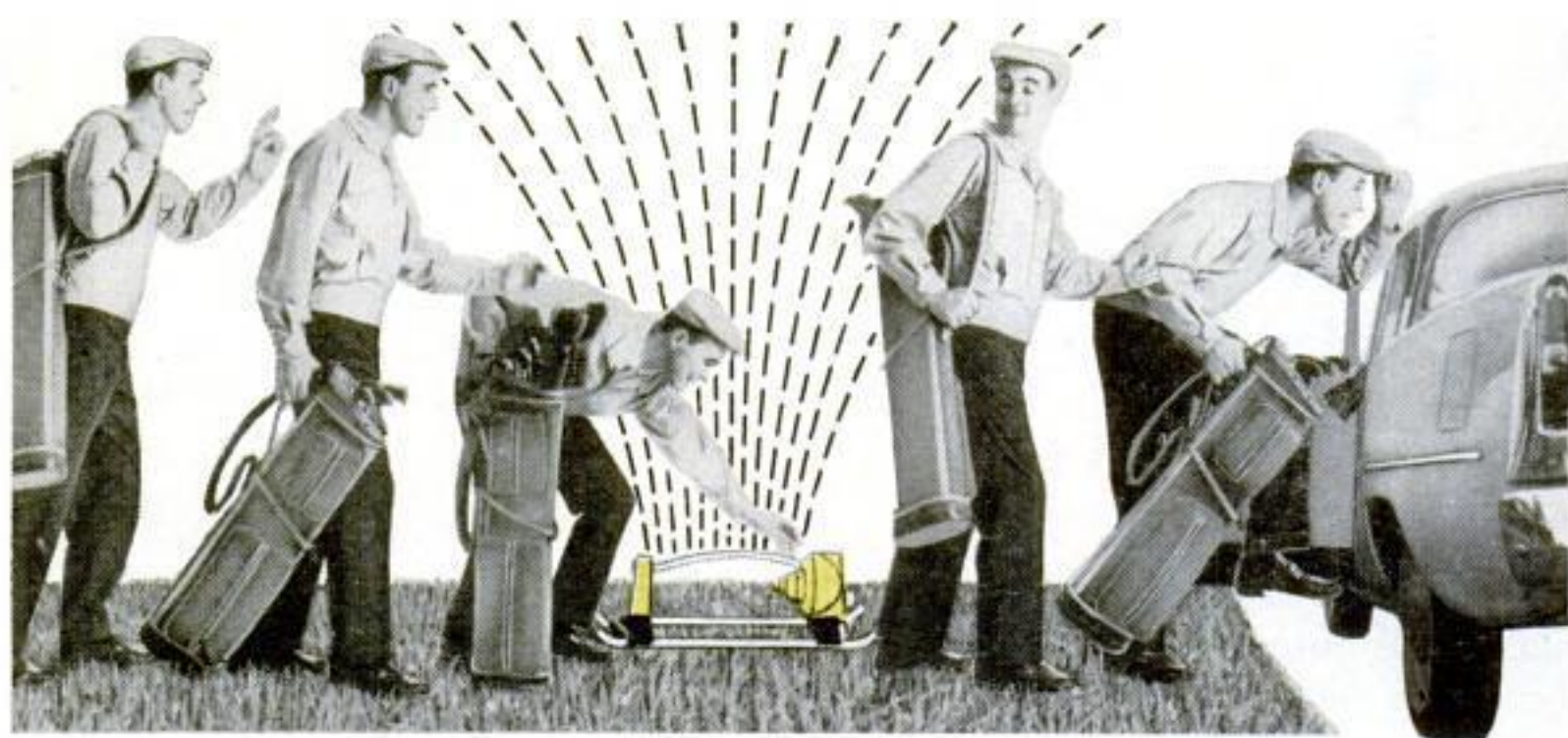
beauties in a variety bill (*below*), and doing a song and dance act on Dinah Shore's show (*next page*). Though he seems happy with the girls, O'Brian has lost none of his hard-bitten Earp following. When he got back to his element in a charity show called *Horsecapades of 1957*, his loyal fans crowded a Chicago armory.

AS AN INTREPID ANIMAL TRAINER ON JACKIE GLEASON'S CIRCUS SHOW, O'BRIAN IS SURROUNDED BY A RING FULL OF TIGER-COSTUMED SHOW GIRLS

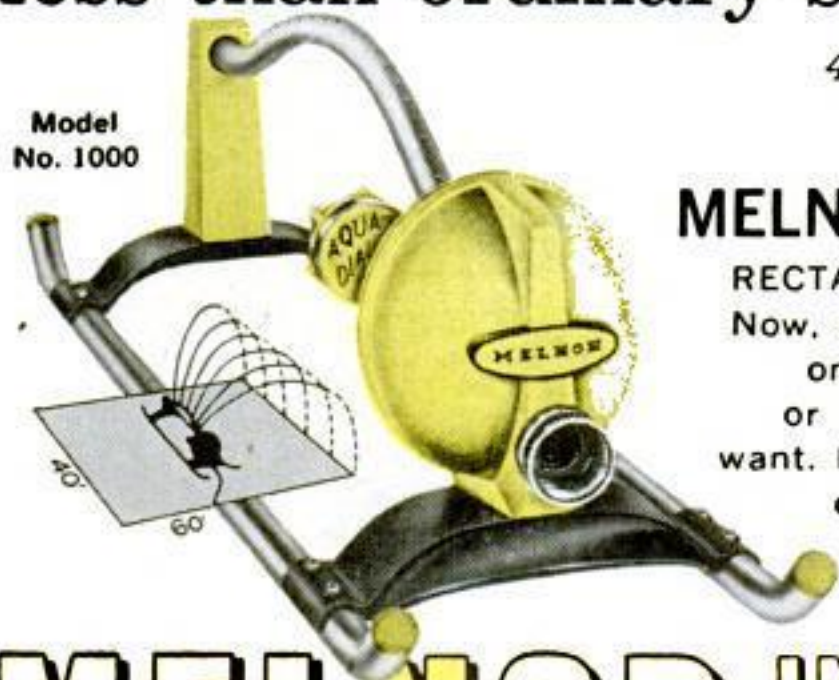


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Why do husbands leave home?
Because they can leave their lawn to the sprinkler that waters an entire lawn in one setting... yet costs even less than ordinary sprinklers... **6⁹⁵**



Model No. 1000

MELNOR'S SWINGIN' SPRAY

RECTANGULAR OSCILLATING SPRINKLER
Now, grow a richer, greener lawn with the one sprinkler you won't have to watch or move! Just dial area coverage you want. It waters rectangular lawns fully and evenly, reaches every corner. No dry spots, no puddles. Write for FREE sprinkling booklet.

MELNOR INDUSTRIES, INC.
Dept. L4, 300 De Witt Ave., Brooklyn, N. Y.

NEW IMPROVED Holiday

AMERICA'S FINEST PIPE MIXTURE



Here's dramatic proof! A sample of Holiday Pipe Mixture was shown to the custom blender in a nationally famous tobacco shop. Although he could supply the types of tobacco used at \$6 a pound, he couldn't guess the secret of the blend. Yet you can enjoy Holiday's matchless flavor at a popular price!

CANADA'S FINEST TOO!



Exclusive Heat Sealed Water tight Wrap-around pouch.

CUSTOM BLENDED FOR MILDNESS

Holiday's skillful blending combines these five world-famous tobaccos into a mixture of such distinctive aroma, flavor and mildness that more and more men every year are switching to it as a steady smoke. Try Holiday yourself—and see!

LARUS & BROTHER COMPANY, INC.
Richmond, Virginia



EARP CONTINUED



SHADOW OF TV SELF shows when dressed-up O'Brian sees self as Earp. Dinah Shore casts gowned shadow. Shadows were made by actors behind screen.

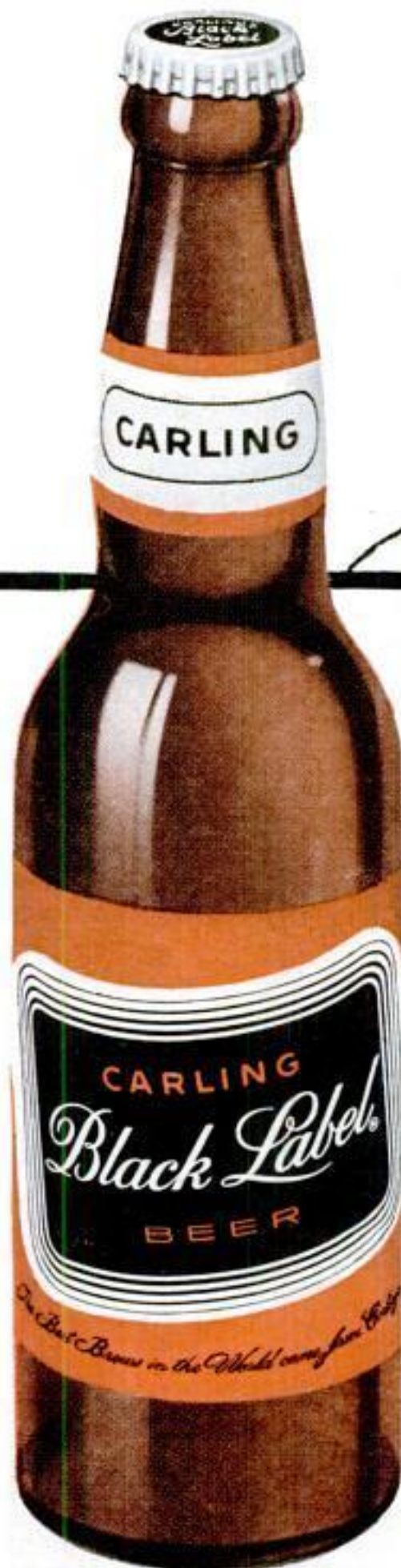


FINISHING HIS SONG, Hugh O'Brian doffs his straw hat before the Shore show after performing a Calypso rock 'n' roll song with Actress Sally Forrest.



REHEARSING HIS HOOFING, O'Brian gives up marshal's jacket and boots for striped blazer and dancing shoes as he perfects a challenge tap dance skid.

*There goes that call again...
for
the finest
beer of all
again*



*The
premium
beer
at the
popular
price*

Hey Mabel...

Black Label



It's a friendly call... a cheerful call... for it brings you Carling Black Label Beer... a pleasure to drink, and priced for your pleasure, too! Next time you buy, give Black Label a try.
The best brews in the world come from Carling

CARLING BREWING COMPANY, Cleveland, O., Belleville, Ill., Frankenmuth, Mich., Natick, Mass.

EARP CONTINUED

BACK IN THE EARP ROLE



DEMONSTRATING GUN-HANDLING in *Horsecapades*, O'Brian wears Earp costume and holds pistol as he tells Chicago crowd how to handle firearms.



GREETING YOUNG ADMIRERS, O'Brian shakes hands with ringsiders. He did not get on horse Tina because she became skittish after hearing gunfire.

For dads at work,
dads at play

BIG YANK*

Guaranteed by
Good Housekeeping
as NOT AS ADVERTISED



WEEKENDERS—TAILORED MATCHED SETS

Fitting gift for any dad! Big Yank suits dad in comfort and freedom—at work or play ... in town or country. Strong, sanforized cotton twill in six vat-dyed colors—easy to wash at home. Get several sets for dad at your work clothing or department store. Pants about \$3.95. Shirts about \$2.95.

RELIANCE Manufacturing Co., 350 Fifth Ave., New York 1, N. Y.

for fresh cool foot comfort...

Footlets

TRADE MARK

Like a breeze—'tween foot and shoe. No one knows it's on—but you. In styles for every shoe from pump to mule. Enjoy all the comforts of exclusive Tycora,* hi-test Helanca* stretch, sheer run-proof nylon or finest cotton lisle. All Sanitized* against odors and germs. Some with Ball-of-the-Foot cushion for spring in every step. Get several pairs of Footlets today. 20¢ to 89¢ per pair.

J. W. LANDENBERGER & CO., 385 FIFTH AVENUE, NEW YORK, N. Y.
Manufactured in Canada by Cosmo Underwear Co., Ltd. Exclusive Canadian Licensees
*REG. U.S. PAT. OFF.

Beautiful way to treat company...

CROWN JEWEL JELL-O

When you want a really *special* treat to draw admiring "ohs" from your guests . . . try this elegant new Jell-O gelatin dessert.

FIRST, prepare separately a package of Raspberry, Lime and Black Cherry Jell-O, using 1 cup hot water and ½ cup cold water for each. (Or create your own bright combination of flavors!) Pour into 3 shallow pans and chill until firm. Cut into ½-inch cubes.

NEXT, make the fluffy filling by heating ¼ cup sugar

with 1 cup canned pineapple juice to boiling. Dissolve 1 package Strawberry Jell-O in the hot liquid. Add ½ cup cold water. Chill until just syrupy. Whip 2 cups cream (or non-fat dry milk, if desired) and fold it into the syrupy Jell-O. Fold in the little Jell-O jewels.

Now, line two 9-inch pie plates with ladyfingers (about 2 packages), and pour in the Jell-O mixture. Chill about 4 hours. Crown Jewel Jell-O serves 16 beautifully . . . and tastes every bit as delightful as it looks!



JELL-O IS A REGISTERED
TRADE-MARK OF GENERAL
FOODS CORPORATION



New PHILIP MORRIS gives you a natural smoke



Smoke Natural. No filter, no foolin'. It's just good tobacco that tastes *right*. A man couldn't ask for more.



Crushproof Box or Regular Pack

THEATER

A Pastor's Fine Play

GERMAN'S BIBLE DRAMA IS ADMIRERED IN THE U.S.

Out of Germany, which up to now has exported no drama of any stature since the war, has come a short religious play, *The Sign of Jonah*, that is well worth the long wait. Written in 1946 by Guenter Rutenborn, a Protestant pastor in the Eastern Zone, *Jonah* was first put on in churches, German PW camps in Russia and on a West Berlin stage. It turned up last month in New York for three student performances at Union Theological Seminary, played to packed houses and was called by Critic Brooks Atkinson "remarkable . . . stunning."

Jonah draws its characters from the Bible, gives them modern identities, puts them on trial for their cruelty and indifference. The spokesman, Jonah, is a U-boat commander who was trapped in a submerged submarine—like Jonah in the whale—and finally saved by God. The defendants, after blaming their sins on God, are made to face their collective guilt.

In the past few weeks some 200 requests to produce *Jonah* have come from all over the world. But future U.S. productions will be held off until it is done on CBS-TV next winter.



PASTOR-PLAYWRIGHT GUENTER RUTENBORN VISITS WEST BERLIN TO DISCUSS PRODUCTION OF PLAYS

QUEEN OF NINEVEH defends herself before a divine judge in the New York production of the pastor's play, *The Sign of Jonah*. Jonah stands next to her.

Characters in Teutonic trench coats are archangels. Queen refuses to be held responsible for the fiery destruction of her city, sloughs off the blame on others.



CONTINUED

LOOK at that.

Taken only a minute ago.

People who see today's Polaroid® Land pictures for the first time are absolutely wide-eyed at how good they are. With the new panchromatic Polaroid Land film today's 60-second pictures are really something to write home about.

With this terrific new film these pictures

don't fade, either. They last just like any other pictures. And you can get all the extra copies and enlargements you want, quickly and inexpensively.

Think seriously about getting a Polaroid Land Camera.

They're priced from \$72.75. If you prefer, pay only \$1.50 a week. (It'll double the fun of your hard-earned vacation.)

B.....oy!





IN NEW YORK Jonah was acted by Dutch theological student, Albert Van Den Heuvel, who opens play informally, compares ancient Nineveh to Berlin, Rome or Chicago. Speaking of modern man, he says, "Hardly ever will you find so much cruelty, self-righteousness and emptiness all in one physiognomy."



IN WEST BERLIN Rutenborn (right foreground) visits the Siemensstadt church to consult with young amateur actors who are giving *Jonah* this summer. Local minister, Gunther Brandt, who used to preach in Rutenborn's Potsdam church and was jailed for "antistate" activities, points to a play poster.

CONTINUED



(Left) #801 Golden Veal authentic moccasin. (Right) #843 Ranger Tan Veal, White Buck.

Just hand-made for Father's Day!

As much loving care goes into making these handsome moccasins as into giving them. For the news in shoes from Bostonian is costly hand-sewn details in 'relaxables' that Dad will be grateful to get on June 16th. Rich, soft Golden Veal leather, and 2-toned informality to add so much fashion to this most comfortable footwear. Walk-Fitted by Bostonian!



Get Dad a Bostonian Gift Bond
at Summer's Breeziest Show of Shoes!



Give Dad a **Bostonian** Box of Mocs

At finer men's shops, shoe & department stores.
Bostonian Shoes, Whitman, Mass. Also makers of Mansfields & Bostonian Jrs.

5 reasons why **REO** is better

(And only REO has all 5!)



1. Exclusive Forced Draft Suction System creates a surging up-draft that stands each spear of grass upright for a smoother, more even cut. No raking.



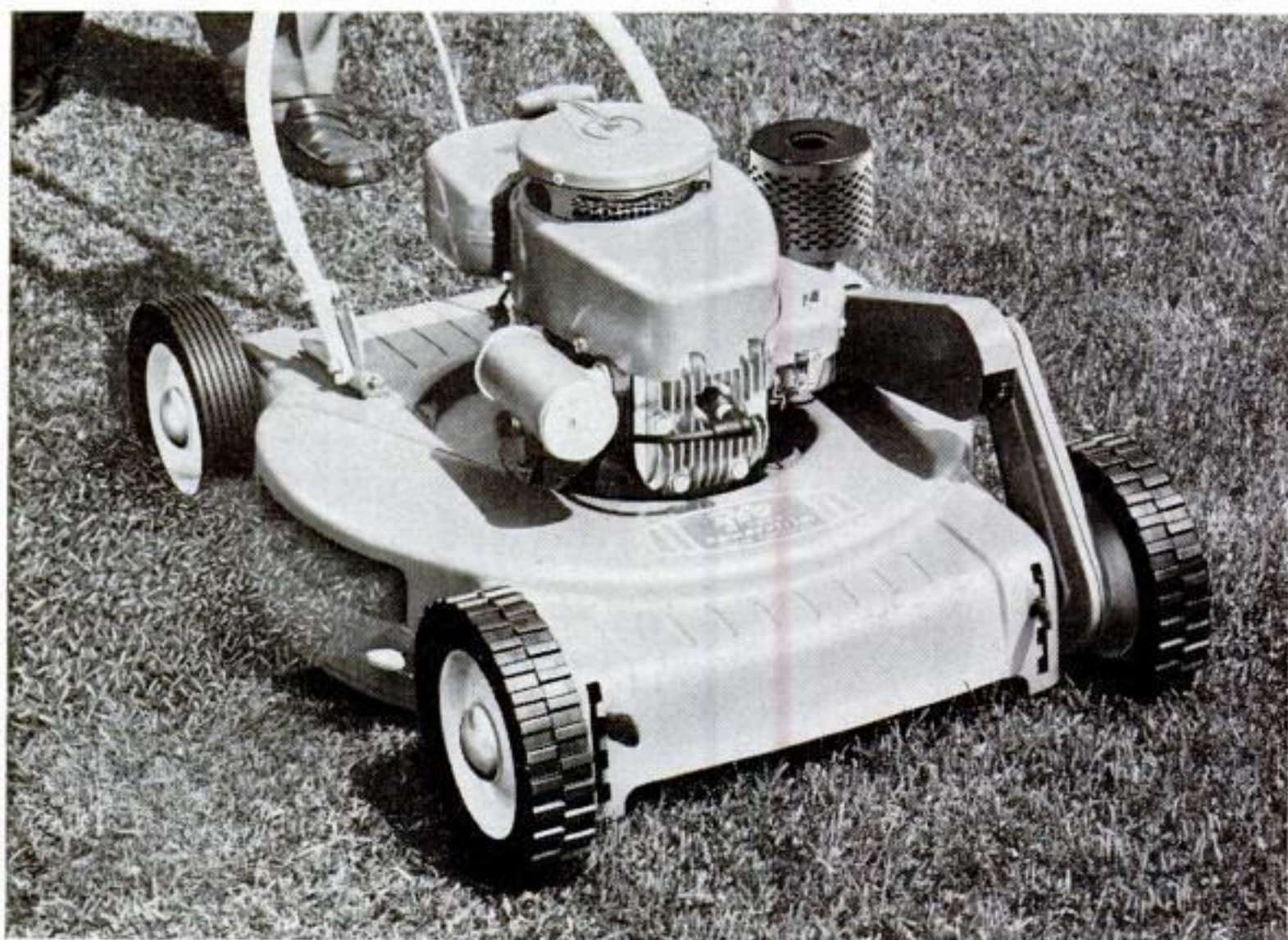
2. Exclusive Triple-Duty Door adjusts three ways to cut high weeds, normal grass or mulch leaves. Fine cut clippings sift into lawn, out of sight.



3. Exclusive Reo Finger-Touch Height Adjustment lets you change cutting height, with the flick of a finger in a few seconds. You do it *without* tools, *without* removing wheels.



4. Exclusive Iron Block Engine is designed and built in Reo's own factory. This engine is made exclusively for mowing. Iron Block outlasts metals used in other engines.



5. Exclusive Reo-Matic Drive! This Reo is self-propelled by exclusive Reo-Matic Front Wheel Drive... the life lubricated chain drive that gives positive power... can't slip.

1957 Reo Power Trim (above) with famous One-Knob Control, two speeds forward, comes in 21 or 18-inch widths. Power Starter and Power Edger are optional.

Lower Priced, De Luxe Hand Propelled Rotaries, have same basic performance features. Your Reo dealer also has a complete line of high quality Reo Reel Type Mowers. See him today!

More than a million people
mow with REO

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The greatest name in
POWER MOWERS

Sold and Serviced Everywhere

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PASTOR'S PLAY CONTINUED

A PLAYWRIGHT TOO BUSY TO NEED A PSYCHIATRIST

Pastor Rutenborn wrote *The Sign of Jonah* in two nights because it had to be ready for short-notice rehearsals. But he was already a practiced playwright, having written several plays, mostly on religious themes, and was well known in church circles for his intense interest in the theater as a spiritual force.

Rutenborn, who was born in Dortmund in 1912, was for many years at odds with the Nazis, and then the Communists. He became a Protestant pastor in 1939, was without a parish for more than a year during the church's struggle with Hitler and was fined 1,000 marks for remarks hostile to the regime. Sent to eastern Germany by his church in 1943, he was shot at by Soviet soldiers who, he says, "fortunately were too drunk to aim carefully." His *Sign of Jonah* has been presented some 500 times in different towns in East Germany. But the performers—traveling troupes of students and amateurs—always had to move quickly on the morning after the show without leaving any forwarding address because the state authorities could be expected to show up around noon and ask awkward questions.

Asked whether he thinks that *Sign of Jonah* and its theme are as timely today as when he wrote it in 1946, Rutenborn says, "I would say no because it was born when there were bombed houses and piles of rubble everywhere. But I would also say yes because the danger and problem of destroyed cities and persecuted Jews still remain unsolved." He also points out that a passage in the play adapted from the Book of Daniel ("weighted . . . found wanting . . . divided") applies directly "to a problem which as far as Germany and her zonal borders are concerned has not been abolished by a long way yet."

Speaking of himself, Rutenborn says, "I am one of the few humans alive who doesn't need a psychiatrist." He loves a good time, hates fixed ways of life and accepts whatever fate brings, even the death of his only child from poor medical care after the war.

Along with his eloquence, Rutenborn displays a pleasantly dry and sarcastic wit in his plays. His latest work is a comedy, *Happily Divorced*, which is scheduled for production in West Berlin this September. He is working now on a political comedy, set in a neutral Spanish-speaking country where a recently deceased dictator is impersonated both by a cabinet minister and a valet. Thus two dictators are available, one to suit the Western bloc, one to suit the Eastern. With his humor, his religious conviction and his deep sense of humanity, Guenter Rutenborn is likely to become Germany's most gifted living dramatist.



FOR A TREAT Rutenborn and his wife stop for beer and coffee at the Cafe Schilling in West Berlin. He says that the coffee in East Berlin is tasteless.

Father's Day — June 16



Dad is the *Captain*
give him *Old Spice*



Top Row, Left to Right: After Shave Lotion 1.00 and 1.75 • Shaving Mug 1.25 • Pre-Electric Shave Lotion 1.00 • Smooth Shave 1.00 • Brushless Shaving Cream .60, Lather .65 Bottom Row: Treasure Chest containing aerosol Smooth Shave, Stick Deodorant, Shower Soap with neck cord, Cologne, After Shave Lotion, Body Talcum and After Shave Talcum 7.00. Gift Set: After Shave Lotion, Pre-Electric Shave Lotion, and After Shave Talcum 3.00. Other sets and single items from 1.00 to 4.25

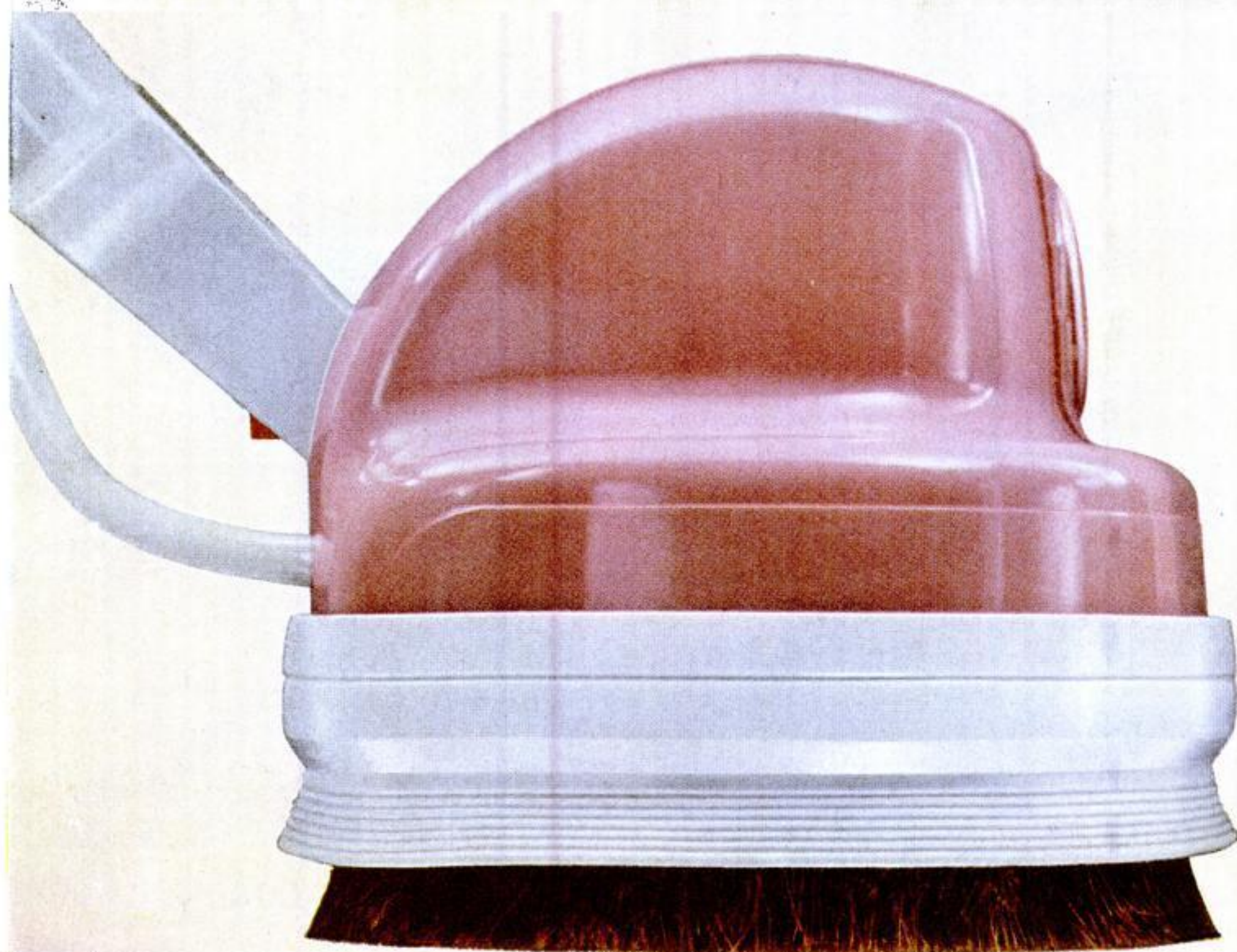
Prices plus tax except on Pre-electric Shave Lotion, Shaving Cream and Soap

SHULTON
NEW YORK TORONTO

From HOOVER—the specialists in floor care



Now...a floor polisher as easy to use as a vacuum cleaner



- light and trim, yet packed with power*
- scrubs, waxes and polishes without switching brushes*
- gives you hand-rubbed floors without the work*

Makes heavy polishers old-fashioned. Here at last is a polisher that handles as easily as the newest vacuum cleaners. It's trim and light, yet powerful enough to do the work of a hundred hands. No wonder your floors look hand-rubbed.

"Automatic" floor care all through the house. The new Hoover does all your hard-surface floors for you. Scrubs, waxes and polishes vinyl or concrete, wood or tile, linoleum or cork. It's just as easy as walking—you just guide it.



Exclusive! The handle is the switch. Hoover's new Magic Handle does the switching for you. Down, it's on. Up, it's off. Shortens to half its length for polishing tabletops, buffing the car, many other jobs.



Exclusive! No messy brush changing. Only Hoover gives you the specially designed Do-All Brushes. They let you go from scrubbing to waxing to polishing to buffing without changing brushes. And without getting your hands dirty.



See the cleaner that walks on air—the new Hoover Constellation.



New Hoover® Polisher \$49⁹⁵

HOOVER FINE APPLIANCES . . . around the house, around the world



“In 5 minutes...dinner with a magic Italian touch”



When it's dinnertime in Orvieto—or at home—you can enjoy Italian cooking at its best. At your house—just call on Chef Boy-Ar-Dee to do the cooking.



Any fine chef will tell you it takes an experienced hand to prepare the dishes you enjoy at an Italian cafe . . . and one savory forkful tells you this same special skill goes into the making of Chef Boy-Ar-Dee Spaghetti and Meat Balls.

The delicious, *slow-simmered* sauce combines the reddest, juiciest tomatoes, cheese, and onions, all spiced to perfection by a skilled Italian hand.

The *plump* meat balls are formed from pure beef, browned outside to seal in the juices. And, of course, the *spaghetti* itself is the thin Italian kind, cooked to just the right degree of tenderness.

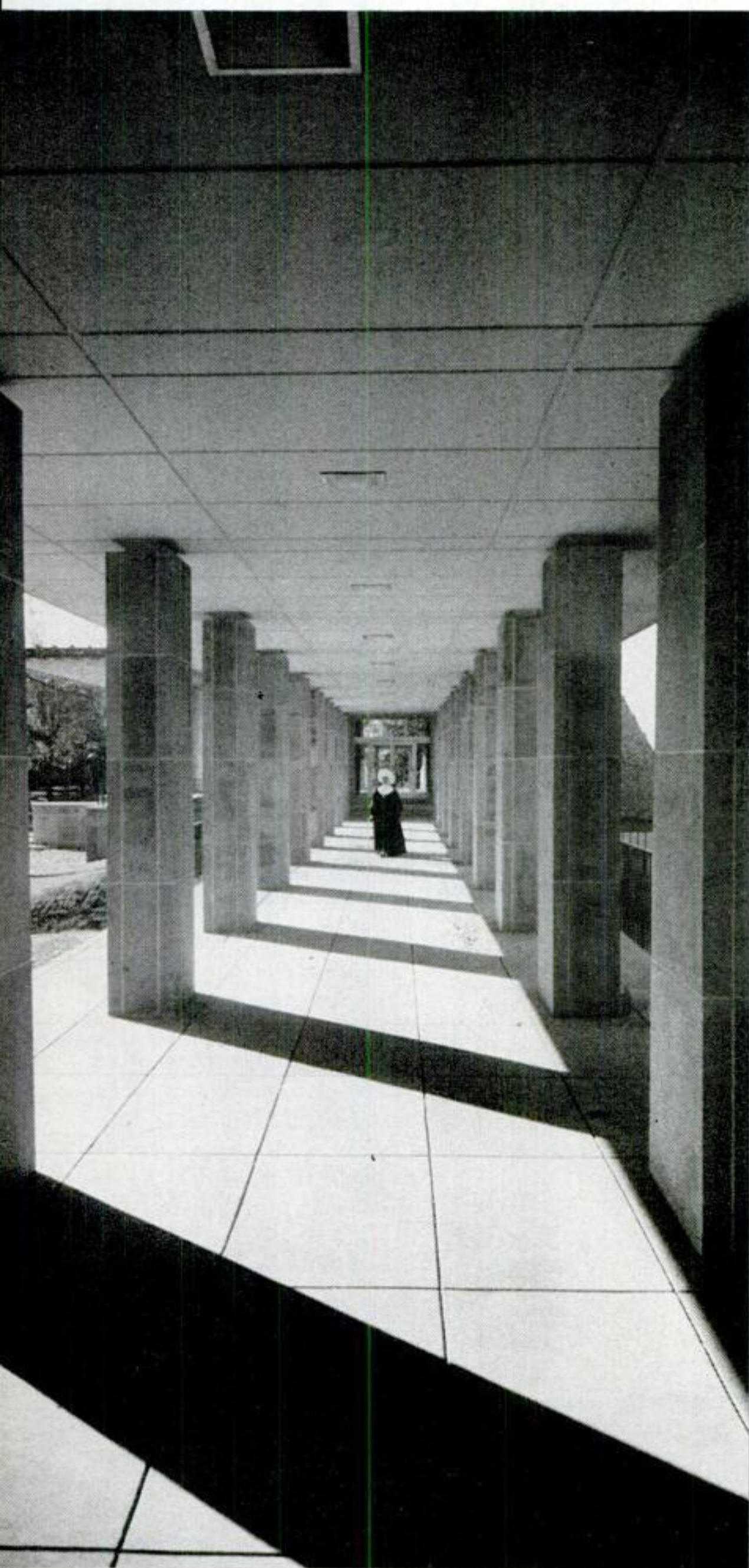
This flavorful dish is a favorite right around the table. Chef Boy-Ar-Dee Spaghetti and Meat Balls comes ready to heat in cans of 2 or 5 servings each. Costs just 13¢ a portion.

Why not get a can (or *several*) today. Bring a real taste of Italy to your table this very evening.



real Italian-style
CHEF BOY-AR-DEE®
Spaghetti and Meat Balls

Nun, President and Poet



SISTER Madeleva walks down the arcade outside Moreau Hall, a new center with facilities for many arts.

"In the art center we are going to see beauty bare, as Euclid did. So much of the world is tawdry. We've gone \$2 million in debt with this, but it's a good debt because it's for beauty."

TOWARD the end of her busy day, which begins at 5:30, Sister Madeleva pauses for reflection on her life's work.

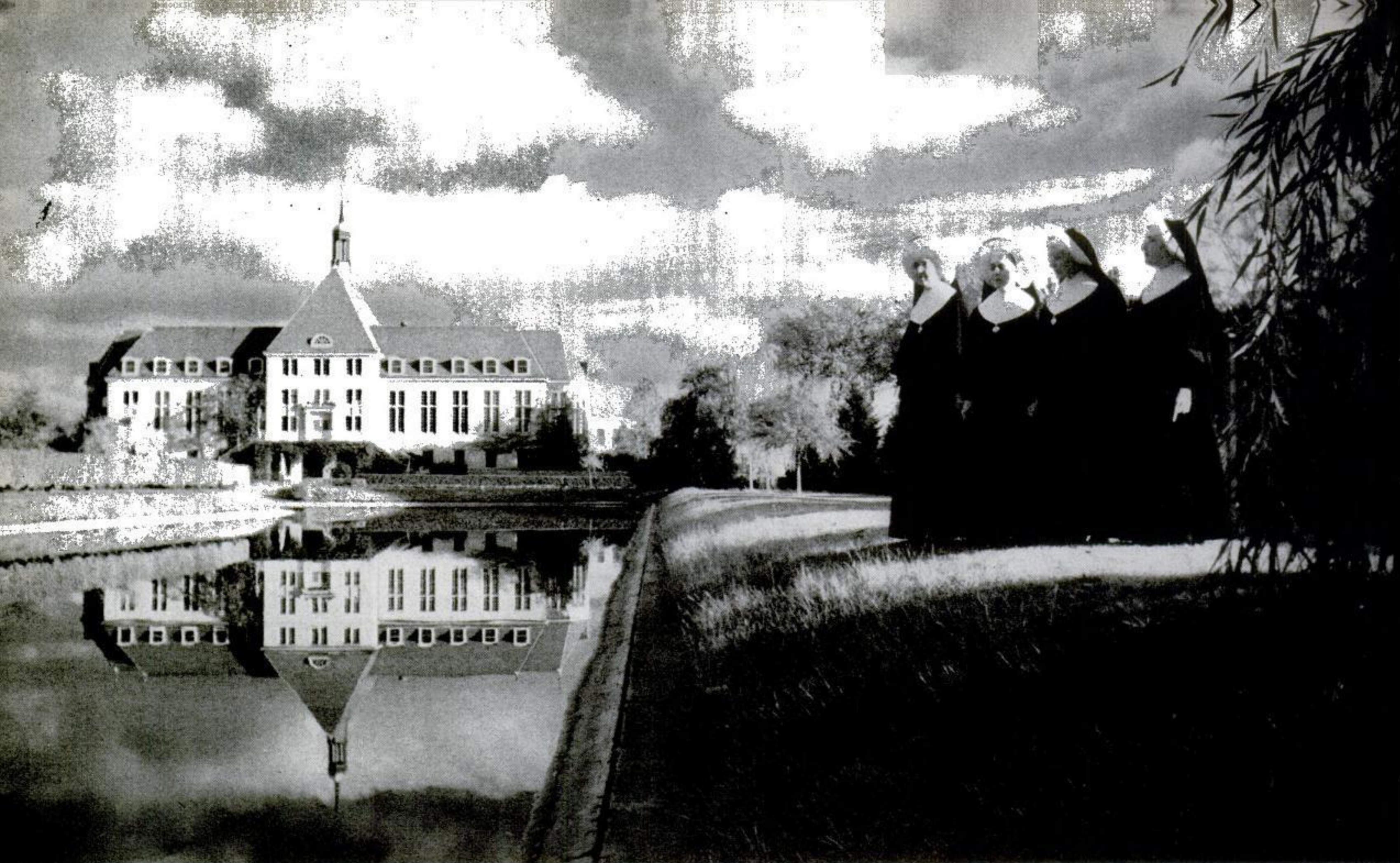
"At St. Mary's we provide the conditions for thinking. I always insist that thinking is the activity proper to a college. I don't want to be just a friendly nun the girls giggle with."

I'M merely a janitor," says Sister Mary Madeleva. "That's what a college president is." Sister Madeleva may say this but nobody believes it. To educators she is known as an executive who has put her powerful stamp on the campus, the courses and even the conduct of the girls at St. Mary's College in South Bend, Ind., where she has been president since 1934. In the literary world she is known as one of the best living Catholic poets, with a dozen books of verse. And to the 117 girls in the current graduating class at St. Mary's, Sister Madeleva is known as a nun with no nonsense about her.

Under Sister Madeleva, St. Mary's enrollment has risen from 250 to 1,000 girls, while the campus is dotted with new buildings. She also founded the first school of theology for laywomen in the U.S. "When I came the least popular classes at the college used to be the religion classes," explains Sister Madeleva. "One day I was watching a biology class and the students spent three hours over an embalmed cat. That was because they had a good teacher. The teacher sold that cat. I decided we needed teachers who could sell God." So the college now offers bachelor's, master's and doctor's degrees in theology, which Sister Madeleva calls "the best science."

CONTINUED





SISTER MADELEVA CONTINUED

Sister Madeleva describes her type of discipline as "the relaxed grasp." In her poem "If You Would Hold Me" she expresses it thus: "You hold me only when you set me free." Her predecessors had been very stern; when Sister Madeleva was herself a student at St. Mary's, she recalls, "we even had to get permission to go to our rooms." But Sister Madeleva abolished the ban on smoking and set up a student council to make and enforce rules. "At first," she says, "the girls did not want the responsibility. Now they want to do everything." Recently a student protested the rules on dating. "Have you any idea, Sister," the student asked, "how dissatisfied the girls are with St. Mary's?" Sister Madeleva answered, "Have you any idea how dissatisfied I am with St. Mary's?" and added, "Your condition at 18 should be dissatisfaction."

Sister Madeleva is happy to have Notre Dame University nearby as a source of dates for her girls and thinks the ratio of the two institutions is splendid—about seven boys to one girl. She calls the Notre Dame boys her "nephews" and boasts, "They often come to see me. You know boys like to talk to an older woman, someone they don't have to take to dinner."

As eagerly as she hailed life, Sister Madeleva, now 70, also welcomes death—"the only door that opens to eternity." In her poem "I Ask My Teachers" she wrote:

Why do you wrap your wisdom in a multitude
of words?
My master, Death, who will enlighten me com-
pletely and forever,
Employs no speech at all.



WITH three nuns Sister Madeleva pauses at Lake Marian, which reflects the library.

"I like the companionship of my faculty—the uninhibited exchange among us. It's difficult to have that. So much time is spent on public relations."

AFTER checking blueprints (left), Sister Madeleva speaks from stage of new Moreau Hall.

"In the first book of Genesis we find people making songs and dances. Books came centuries after that—and soap only just recently. So here we are trying to recapture the proper order of human culture."



CONTINUED

Love and Dutch Masters to Dad!

A son's hug... a daughter's kiss... what is so dear to a father's heart as his family's love! And happy indeed is Dad when this affection is proudly expressed on the day set aside in his honor... Father's Day. Be sure to let Dad know how much he means this Father's Day, June 16th. And give him the gift he's sure to enjoy... Dutch Masters Cigars. At your favorite neighborhood cigar dealer.

3 DUTCH MASTER GIFTS DAD WILL LOVE!

A box of fifty cigars, handsomely wrapped for Father's Day. It will give Dad many hours of flavorful, fragrant smoking enjoyment.



A carton of twenty-five. Five individual packs of five cigars each. The perfect gift for a man who likes to carry a handy supply in his pocket.



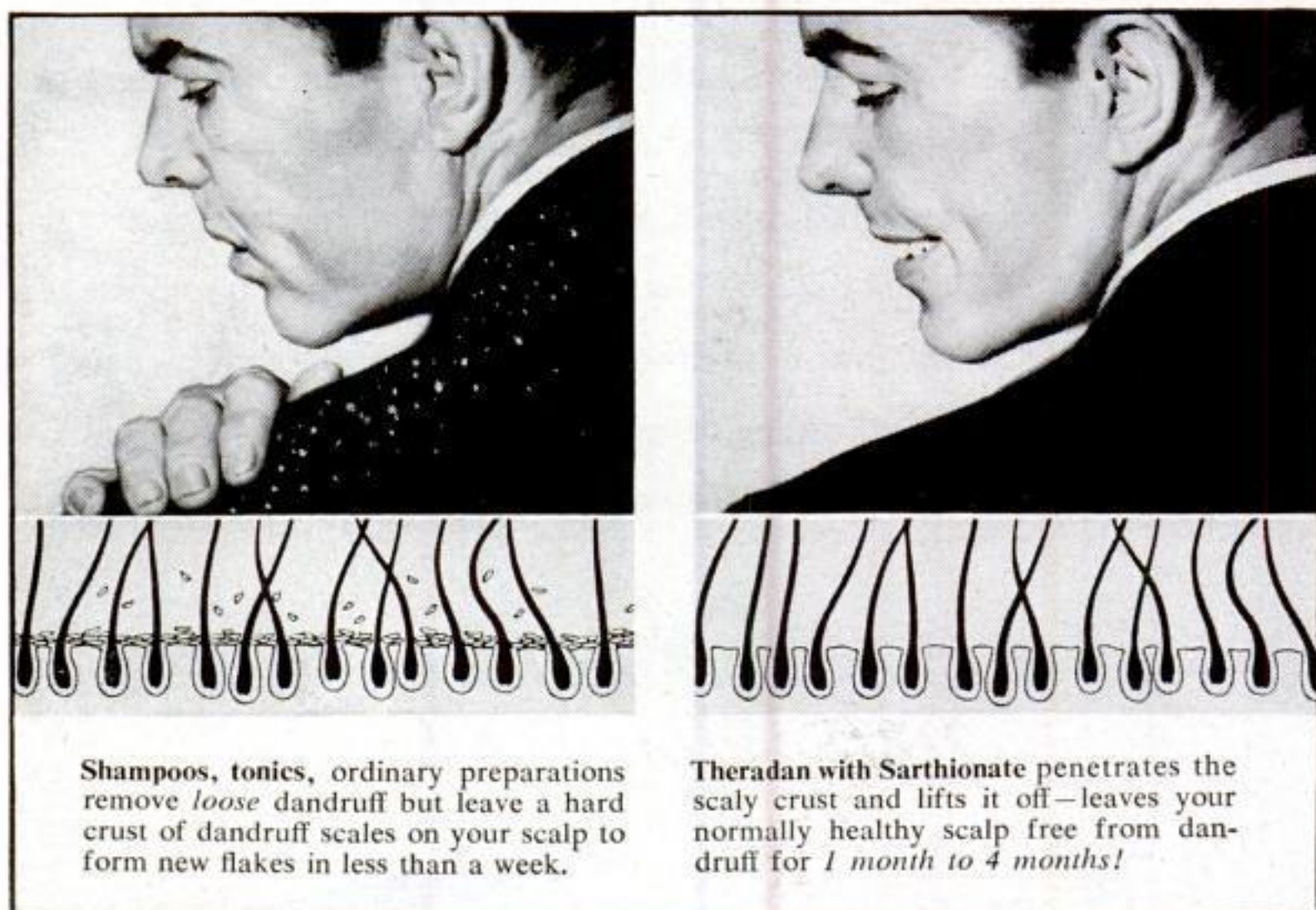
The Dutch Masters Crown Humidor. Twenty-five superb cigars in sparkling refillable glass humidor. Built-in moistener preserves freshness. The ultimate in cigar gifts! (Remember, every cigar smoker needs a humidor.)



Mild yes... tastefully mild... Dutch Masters Cigars

New medical anti-dandruff formula...

Clears up the severest dandruff ...with just 3 applications!



Theradan is not a shampoo! Is not a tonic!
Bristol-Myers' new Theradan penetrates and removes
hard scaly crust from your scalp
...to stop new dandruff before it starts.

Like any man or woman who suffers from dandruff, you may doubt that it can be *controlled*—much less *eliminated* for long periods.

But Theradan is *not* just a tonic—*not* a preparation you use every day or every week—*not* a shampoo you wash right out. It's a new kind of medical treatment, containing penetrating *Sarthionate*. Unlike so-called "dandruff-treatment" shampoos, Theradan stays on the scalp long enough for the medicine to do its work—usually from ½ hour to 1 hour before shampooing. In a very severe case, it can stay on as long as needed.

Theradan goes far beyond ordinary preparations that only remove *loose* dandruff. Such preparations can't touch the layer of hard scaly crust that sticks to the scalp and keeps forming new dandruff flakes. Theradan removes this layer—gently and surely loosens it and lifts it from your scalp. Thus Theradan

leaves your scalp clean and scale-free—stops further dandruff before it starts!

In 20 months of testing by skin specialists, Theradan was completely effective in dandruff cases so severe that even strong prescription remedies failed to give adequate relief. With Theradan, none of these men and women had dandruff again for 1 month to 4 months.

Theradan also kills scalp germs—ends itching due to dandruff. Get Theradan at your neighborhood store today . . . and use it with confidence.

NOTE TO PHYSICIANS: The statements in this advertisement are supported by clinical tests. For a report of these tests, write Medical Director, Bristol-Myers Co., Dept. L-67, 630 Fifth Ave., New York 20, N. Y.

5½ OZ.
\$2.00



Theradan

TRADE MARK

with exclusive penetrating ingredient, *Sarthionate*

T.M.

From the pharmaceutical laboratories of Bristol-Myers, makers of Bufferin®

SISTER MADELEVA CONTINUED



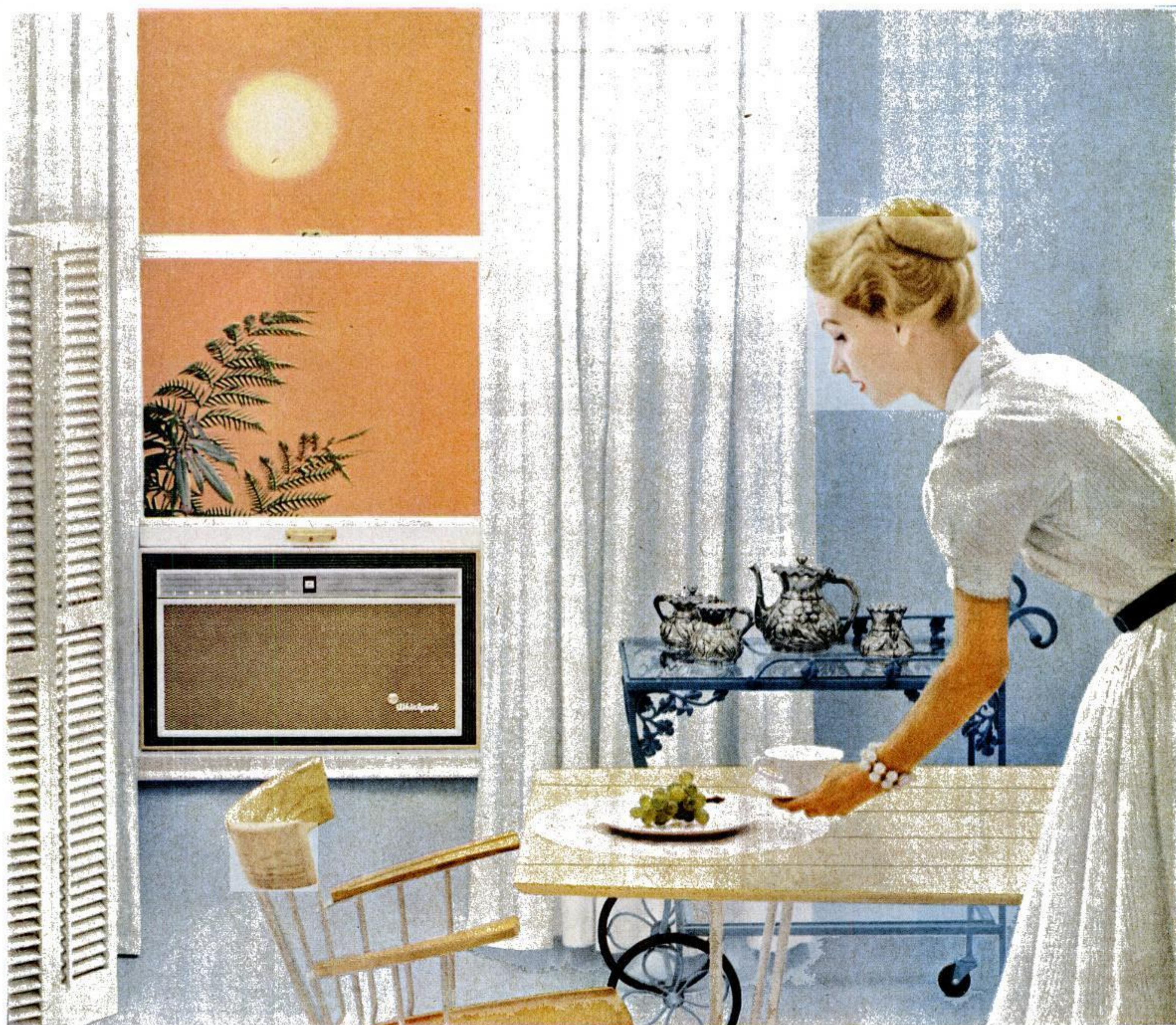
WITH Sister Aloysius (left), Sister Madeleva serves as hostess to the students in dining hall, which seats 750.

"Eating together is one of the finest classes we conduct. We see a student in practically all of her relationships to life. We sit down together as a family three times a day."



A FAVORITE recreation for Sister Madeleva and her colleagues is building a fire outdoors for picnics or just for fun.

"We like to be good scouts and use only one match. We have to safeguard that little flame until we woo the spirit of fire into the place. Ah, now we've captured Brother Fire!"



New RCA WHIRLPOOL AIR CONDITIONER cleans air electronically—takes one-third less space!

Enjoy draft-free cool air that has been "dry cleaned" to make it purer, fresher, healthier! The amazing Electronic Filter in this 1957 RCA WHIRLPOOL is up to 3 times more effective than mechanical type filters used in ordinary room air conditioners!

It not only cleans more dirt from the air . . . it electronically filters out particles as small as 1/25,000th of an inch—dust, smoke, pollen, even air-borne bacteria. The RCA WHIRLPOOL Air Conditioner can help safeguard the comfort and health of your family all year long.

And, no other air conditioner is more space-saving! This RCA WHIRLPOOL measures just 17 inches thin . . . and fills less of the window opening! Seven optional mounting positions mean it can be installed flush . . . need not protrude into the room!

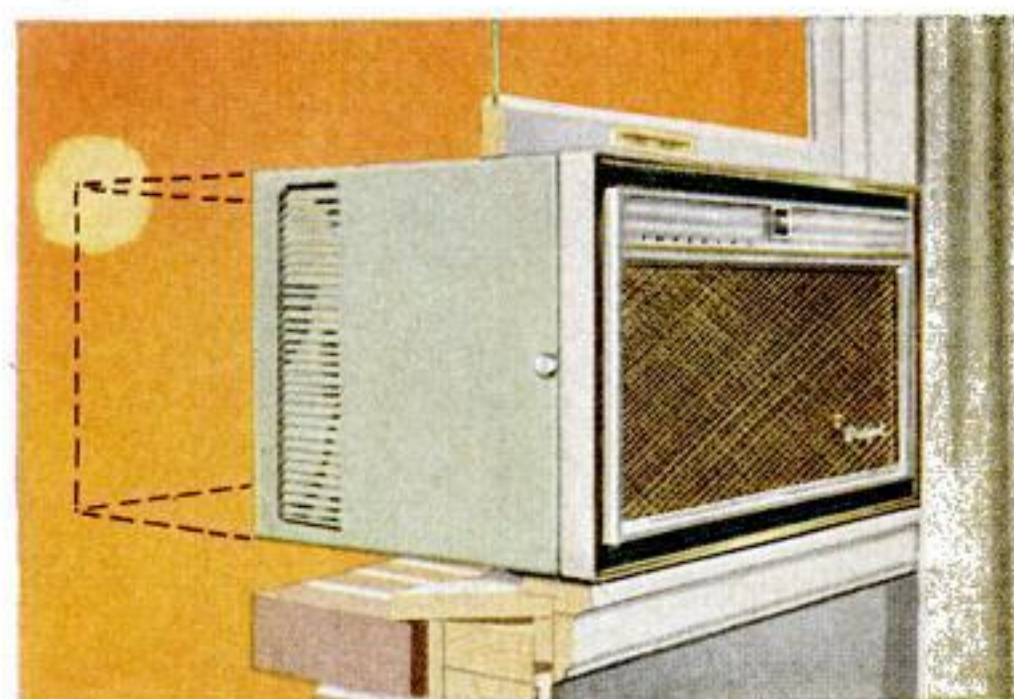
The beautiful styling of the 1957 RCA WHIRLPOOL fits perfectly in any room.

Before you buy, remember . . . no other room air conditioner cools more comfortably, conditions air better, is more compact than this RCA WHIRLPOOL with the Electronic Filter!



WASHERS • DRYERS • IRONERS • REFRIGERATORS
FREEZERS • AIR CONDITIONERS • DEHUMIDIFIERS • RANGES

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks ® and RCA authorized by trademark owner, Radio Corporation of America.)



11 INCHES SLIMMER — FITS FLUSH WITH DRAPES

SHELL FROM A TO Z — AN ALPHABET

D is for

Dealer His gasoline hose is the last ten feet of the route from oil well to you. Your family enjoys his rest room facilities while you study his road maps. His business means fun and convenience to you, and a dynamic economy for your country. Almost all dealers are independent local businessmen. We're proud that nearly 23,000 display the Shell sign.



Dance floor

Are you dancing on air or on oil? Petroleum-derived solvents in brand-name varnishes and lacquers help make floors danceable and mirror-bright. Shell researchers help develop products that will last through many a mambo.



D-D®

Say D-D; it's easier than saying words like "dichloropropene." This Shell Chemical product kills nematodes, tiny eelworms that choke plant roots. D-D helps insure thriving cotton, tomatoes, and tobacco for your favorite smoke.



OF GOOD THINGS ABOUT PETROLEUM

Dead well

Once oil wells were left for "dead" when their natural pressure faded and could no longer push oil to the pump. Then Shell helped pioneer a method of forcing water down one well shaft to drive the remaining oil to nearby wells. Now "dead wells" live again, yield more oil to serve you.



Doodle bug

A doodle bug hunts oil with a divining rod and hope. Shell prefers science. Our geologists, paleontologists, oceanographers and seismologists are good insurance to help satisfy your growing oil needs.



Degree days

When the temperature dips below 65°, your heating oil supplier starts counting degree days. They tell him when your fuel tank needs refilling. Shell fuel oil is supplied by local independent businessmen, known for their reliable and complete heating service.



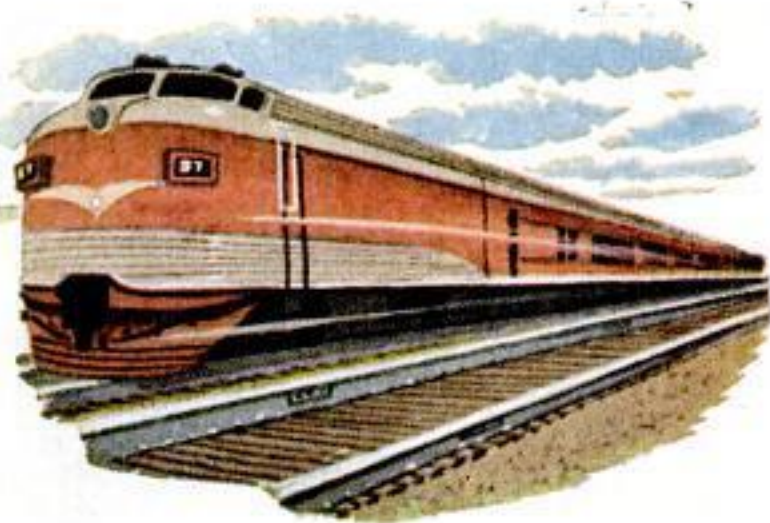
Drive-in

From North America's almost five million miles of streets, roads and highways, you can drive right into banks, theaters, markets, restaurants, even churches. We live in a mobile world. Don't forget the *original* drive-in that made it all possible—your local service station. (Shell, we hope.)



Diesel

Railroads and highway truckers like diesel power because it costs less. Carriers use fuel savings to improve service. Constant research and improvement in Shell's "Dieseline"® is one reason you or your packages can travel so quickly and inexpensively.



Dinghy

Everybody's a water bug today! One reason is the new molded-plastic boat hulls. Even sailboats and power cruisers have plastic hulls made from petroleum. They don't rot or leak—never need paint. Why be a landlubber any longer?



Demand for oil is a unique creation of our age. The wings and wheels of today's people-on-the-go carry us far and fast; we need oil for power and lubrication. Through the years, companies like Shell have learned how to find more oil, how to refine oil more efficiently, how to make oil products do more for you. And we've managed to keep prices low. Before taxes, your 1957 gallon of high octane gasoline costs less than the 55 or 60 octane gasoline of the early 1920's. Our researchers still seek new ways to make your life happier, safer, healthier — with oil and its thousands of good things for you.

Sign of a better future for you

THE SHELL COMPANIES



P.S. WE LOVE YOU. Thanks for making
cold, golden Budweiser the most poured and
praised beer America has ever known.



Budweiser®

Where there's Life...there's Bud!

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ON THE LAWN OF THEIR HOME IN GREENWICH, CONN., ROBERT ANDERSON TAKES A STROLL WITH HIS WIFE OLLIE MAE AND THEIR SONS GERALD, 16, AND JAMES, 20

QUIET MAN WITH A BIG JOB

At 47, Robert Anderson becomes Treasury Secretary to top a brilliant career

Enjoying the Connecticut afternoon with his family, he had the quiet look of a college professor, which he once was. He seemed to have no worries an hour on a trout stream could not erase. But Robert Bernerd Anderson, at 47, had just been named to one of the world's most formidable jobs—Secretary of the U.S. Treasury, replacing George Humphrey.

The appointment lifted the quiet anonymity with which big, soft-voiced Bob Anderson had cloaked a remarkable career. The son of a Texas cotton farmer, Anderson had, while still in his 20s, already been a high school teacher, state legislator, assistant attorney general, state tax commissioner and law professor.

Then, at 27, came his first brush with private high finance, when he was made counsel of the W. T. Waggoner estate, a \$300 million agglomeration of oil, cattle and crop lands. Soon he was general manager, a role which later led him to a seat on the board of the Federal Reserve Bank of Dallas. As a Democrat for Eisenhower in 1952 (he is now a Republican), Anderson was a prime mover in carrying Texas for the President. For his

efforts he was called to Washington, first as Secretary of the Navy, then Deputy Secretary of Defense. He outlawed segregation in the Navy and, against much opposition, won rear admiral rank for Hyman Rickover, developer of the atomic submarine. His thoughtful, even-keeled administration, his firm but tactful handling of service brass and Congressmen won the eye and the admiration of the Cabinet and the President.

Anderson left the government in 1955 to be president of Ventures Ltd., a Canadian firm with vast potential and a problem. Last week, leaving private life, Anderson saw the problem to a happy solution (*pp. 140, 141*).

It was George Humphrey himself, with the President's eager seconding, who picked Anderson as his successor. Like Humphrey, Anderson has the chore of handling the government's financing in a period of tight money and rising costs. Like Humphrey, Anderson believes firmly in balanced budgets, debt reduction before tax cuts, and a brake on credit. But, somewhat less conservative than Humphrey, Anderson will be in closer agreement with Administration policy on foreign aid and defense spending.

FROM FARM TO CABINET



FAMILY HOME from the time Anderson was 7 was this house at Godley, Texas. He helped pick cotton.



NEWLYWED ANDERSONS, Ollie Mae and Robert, posed for a snapshot during a brief trip in 1935.



SUCCESSFUL HUNTER, Anderson, an avid outdoorsman and gun collector, bagged buck in Texas.



RANCH OVERSEER, Anderson walks head down along the cattle-loading chute. At only 26 Anderson had become general counsel to the W. T. Waggoner estate

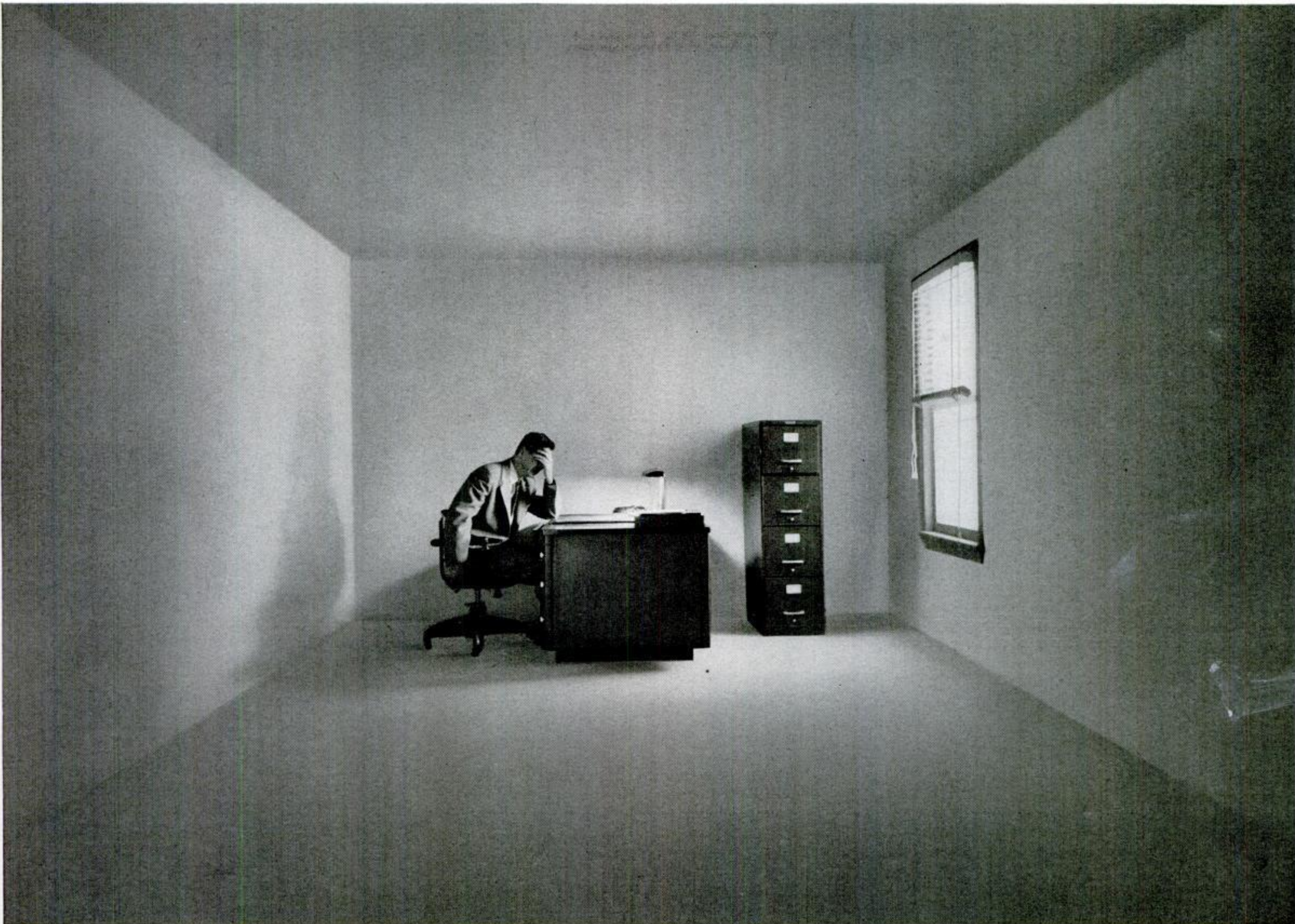
and four years later took over as general manager of the vast ranch and oil empire which sprawls over 670,000 acres in six Texas counties and into New Mexico.



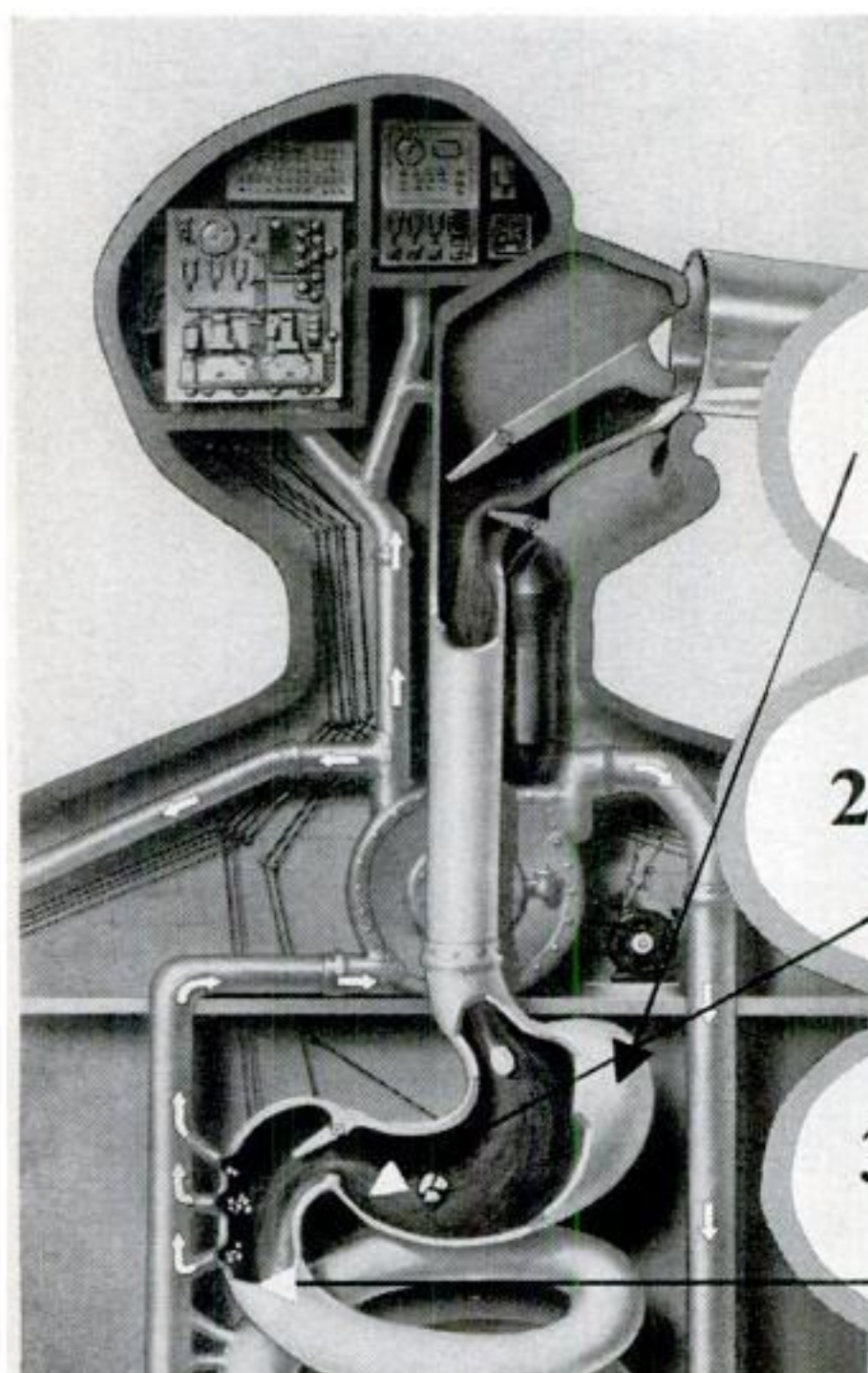
POLITICAL AIDE, Anderson (left) sat with Governor Allan Shivers at a Lions meeting in Vernon, Texas just before they launched Eisenhower drive in 1952.

NAVY SECRETARY, Anderson inspected the 1st Marine Division with its commander, Major General Randolph McCall Pate (left) in Korea in December 1953.





Pain? Headache? Cold Miseries? Muscular Aches?



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

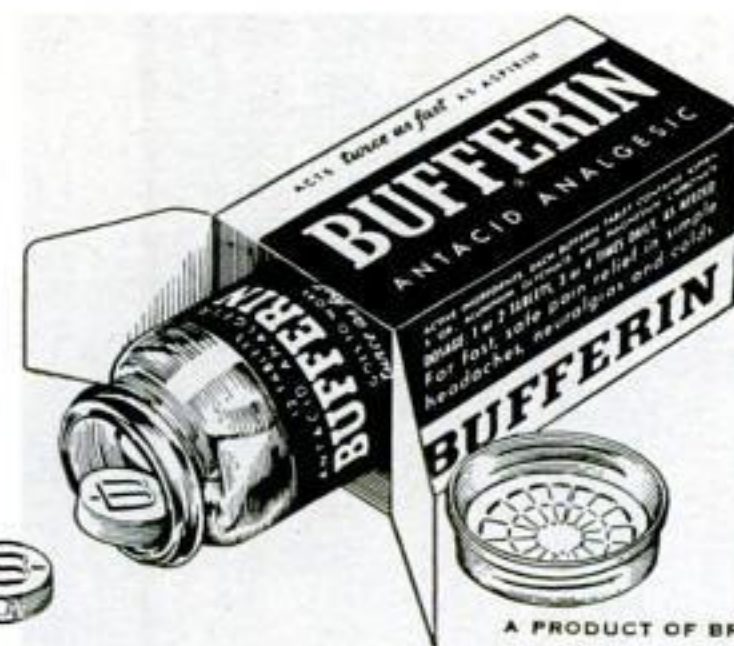
2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

BUFFERIN[®]

acts twice as fast
as aspirin!

WON'T
UPSET
YOUR
STOMACH



IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN.



WITH VENTURES' FOUNDER, Thayer Lindsley, 75, Anderson confers during stockholders meeting in Toronto which voted to approve the stock transaction.



NEW OFFICIALS of Ventures are John Tory (left), board chairman, and Frank Hewett, replacing Anderson as president. Both hold the same titles in McIntyre.



FALCONBRIDGE mine and smelter for nickel and copper at Sudbury, Ontario is Ventures' most valuable producing property. Twin stacks belong to main smelter.

BUSINESS VICTORY

When Anderson in 1955 became president at \$100,000 a year, Ventures Ltd. had a considerable problem. Over the years the firm's founder, a brilliant geologist named Thayer Lindsley, had built Ventures into a maze of interlocking companies, 200 in all, with properties from Canada to Africa. A better geologist than financier, Lindsley had staked out more than he could dig. Ventures had highly profitable properties (*above*) but sorely lacked capital to develop others potentially as rich.

Anderson often had to interrupt his Ventures work for Washington



MCINTYRE PORCUPINE MINE at Schumacher, Ontario is firm's primary, and virtually its only, producing property. The gold mine has been in operation since



The single stack (*upper left*) is at pilot plant for reduction of lower grade ores. At bottom center is mine's headframe and conveyor belt to separation plant.

TO LOOK BACK ON

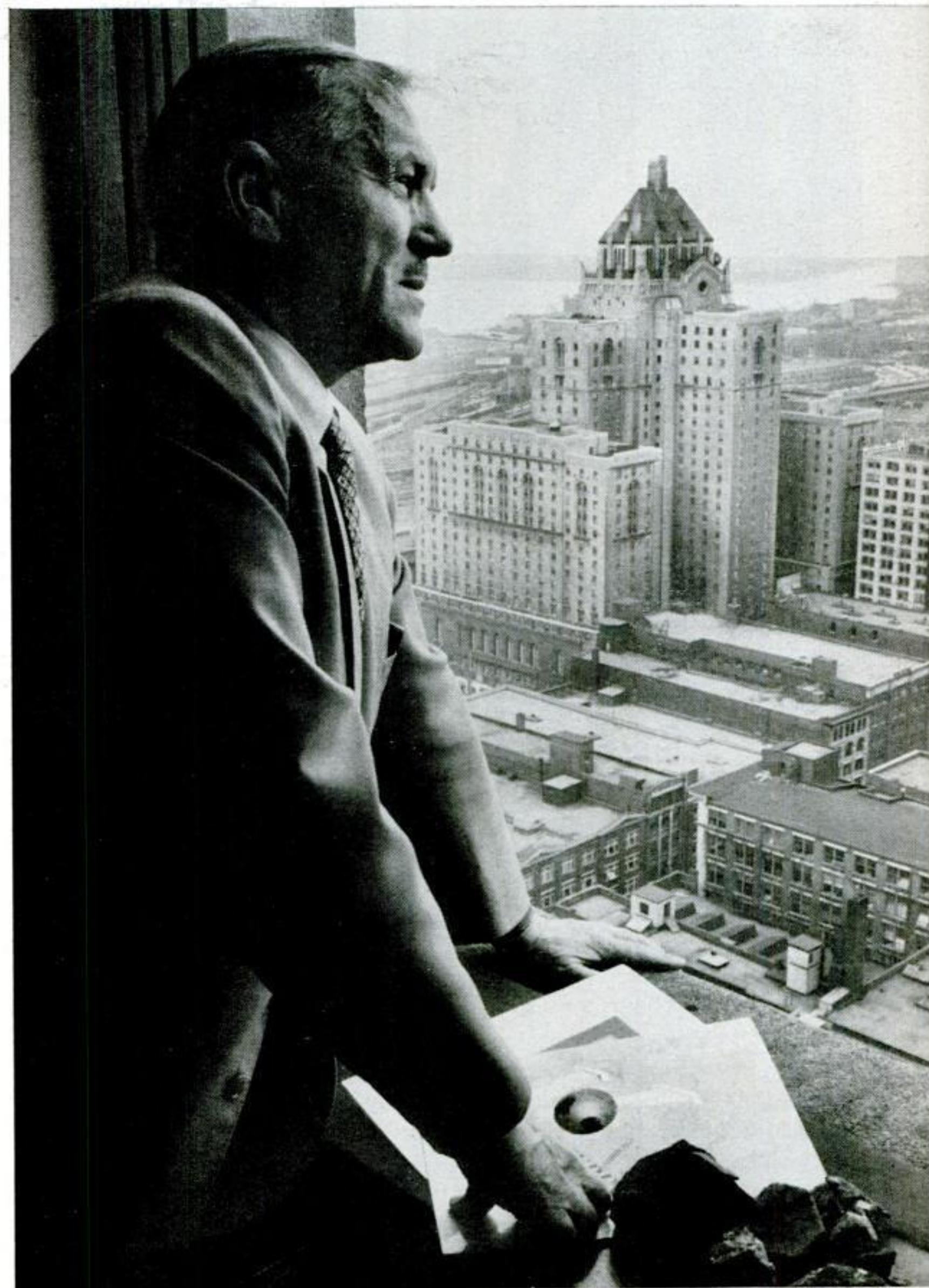
chores, but he soon found an answer for Ventures' problem. McIntyre Porcupine, another Canadian mining firm, had a nice wad of capital but needed new properties. With executives of the firms Anderson worked out a deal. McIntyre would invest \$38 million in Ventures stock, giving Ventures capital and McIntyre an interest in new properties.

Two days after Anderson got the word from Washington, stockholders of Ventures approved the deal. With that, Anderson made his adieus and headed for his new job at a considerably reduced salary—\$25,000 a year.



1912 and the shrewd investment of its profits created the capital with which McIntyre bought into Ventures. Mine headframe is at left and mill is alongside.

LEAVING, ANDERSON ACCEPTS CONGRATULATIONS FROM STOCKHOLDERS →



ANOTHER ANDERSON, Allan, top Ventures' executive but no relation, gazes from office in 33-story Bank of Commerce Building, tallest in the British empire.





The Taxpayer

Are high taxes reducing your incentive to work harder and earn more?

IF YOU'RE ONE of the more than 65 million Americans who hold down a job, you probably work about 40 hours a week.

But did you ever stop to consider that taxes are so high today you work for yourself only 27 of those 40 hours? The other 13 go to pay your share of the cost of government.

No one expects to live without taxes, obviously. But when they take more than \$110 billion, or about one dollar out of every three earned, something's wrong.

You pay these taxes in more ways than you know, too.

If you lived in California, for instance, made

\$7,500 last year, and listed a wife and two children as dependents, you were taxed these ways to start with: Federal income \$875, Social Security \$95, State income \$25, Property tax \$325, Auto license tax \$40, State and Local sales tax \$75 and Telephone tax \$10.

This adds up to \$1445 and it's only the beginning.

Did you buy a car? Figure another \$175 tax. The tax on the gasoline to run your car was at least \$65. You also paid 10% tax every time you bought a plane or train ticket or spent a dollar at the movies.

And you're still not through. Because every

company that made anything you bought had to pay taxes on practically everything that went into the product.

These thousands of indirect taxes were eventually passed on to you as part of the cost of your purchases.

The result? At least one-third of what you earned went to pay taxes in one form or another.

The real danger is obvious: taxes this high may be so discouraging that you have less incentive to work harder, earn more money and produce more.

YOUR COMMENTS ARE INVITED. Write: The Chairman of the Board, Union Oil Company, Union Oil Building, 617 West 7th Street, Los Angeles 17, California.



Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

FAST WORK IN THE PIT HELPS WIN CLOSE RACE

Leading the field in the Indianapolis 500-mile race, Sam Hanks was spinning new speed records on every lap, but he could not shake Jim Rathmann, doggedly staying close behind in second place. With 112.5 miles to go, Hanks decided to gamble on a pit stop for fresh tires. Rathmann already had re-equipped and refueled for the final drive.

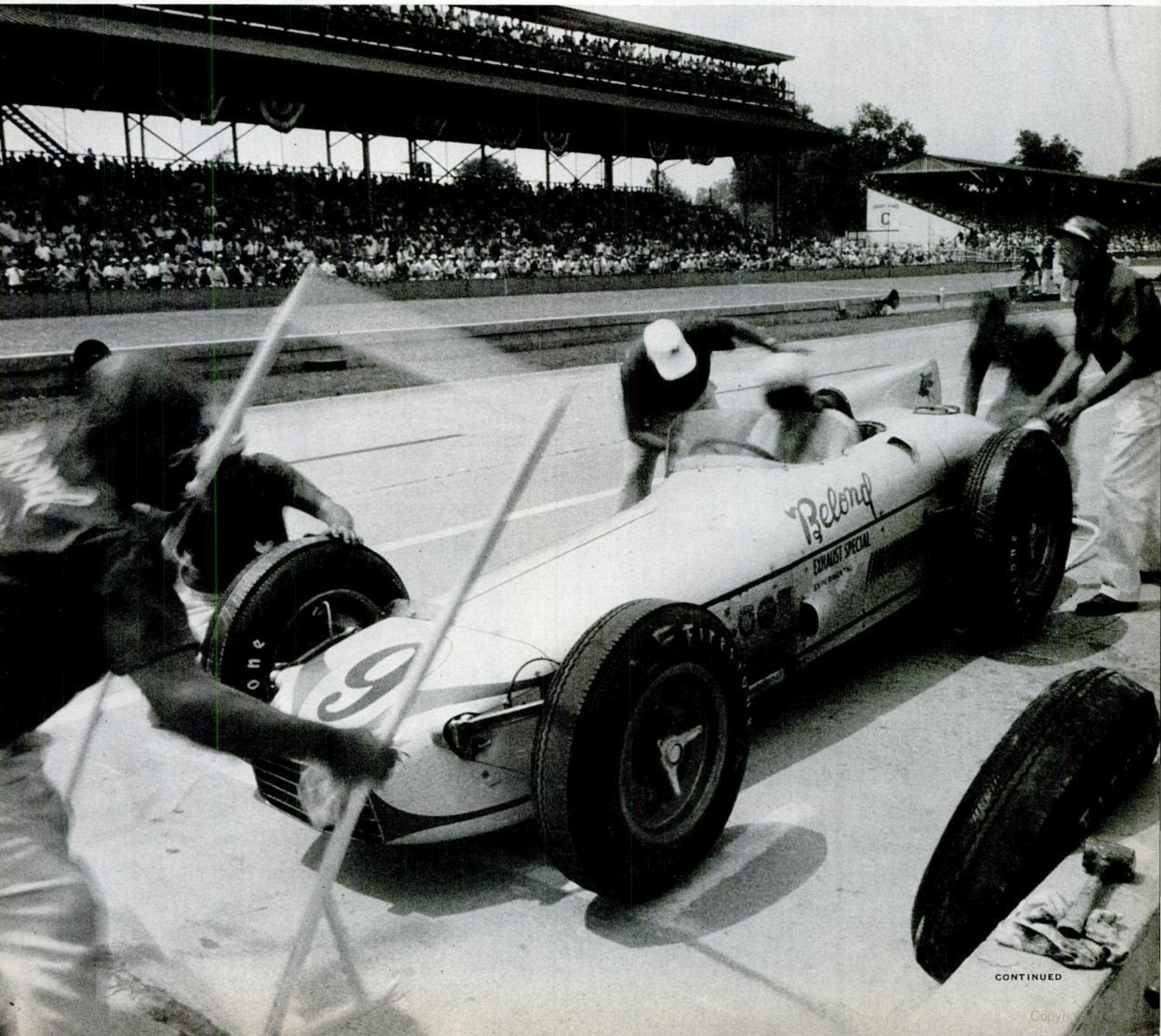
As Hanks's engine coughed to a stop in the repair pit, five crewmen swarmed over his radically designed Belond Exhaust Special. Working with the precision of an engine, the mechanics replaced the tires and filled the gas tank. Hanks gulped water and waited. He was 42 and this was his 12th race at Indianapolis, where he had never won. His pit stop took only 34 seconds but to him it seemed like a lifetime.

When he got back on the track Rathmann was two seconds behind. But accelerating and cornering expertly, Hanks smoothly built his lead to win by 17 seconds with an average 135.6 mph, fastest in the 500's history.



RACE REWARD, a kiss from his wife Alice, is given Hanks after the finish. He promised her, before going to Indianapolis, he would quit race driving if he won.

AT LAST PIT STOP HANKS TALKS TO CREWMAN AS MECHANICS LOCK GAS CAP (REAR), TIGHTEN WHEEL AND REMOVE JACK (LEFT) BEFORE PUSHING CAR TO START



CONTINUED

Copyright

treat him royally... give him

KINGS men®

TOILETRIES



Twin Crystal Flagons.....\$1



Coronet Crystal Duo.....\$2.10



Imperial Gold Duo.....\$7



Coronet Crystal Flagons. \$1 & \$1.10

For Father's Day, Graduation, Anniversary or Birthday—give a **KINGS MEN** gift set to your knight in shining armor. He appreciates the finest... and since **KINGS MEN** costs no more than ordinary toiletries, why not give him the very best?

KINGS men gift sets in sparkling crystal or golden flagons from \$1 to \$10

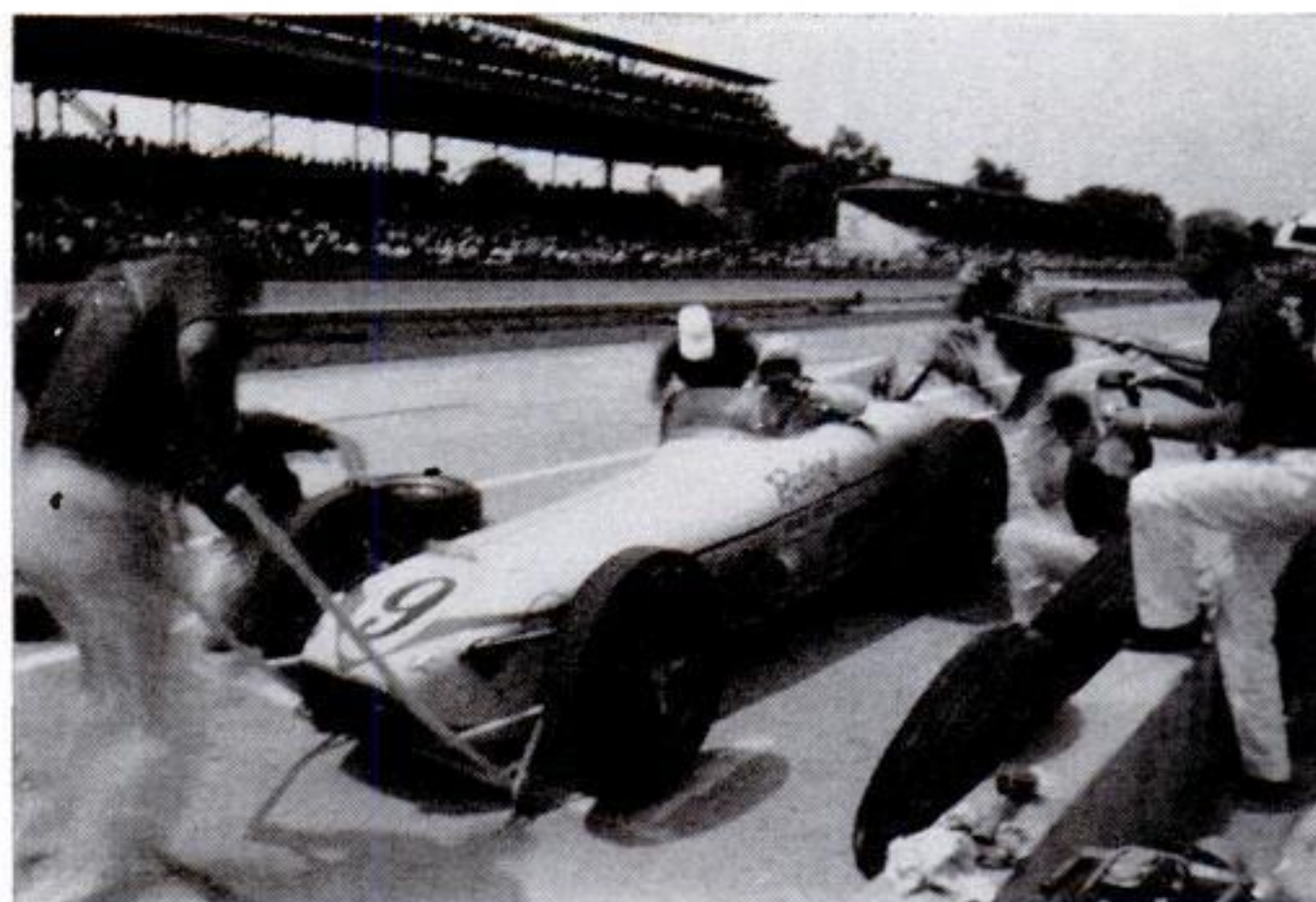


Crown Crystal Trio.....\$5.25



Imperial Gold Trio.....\$10

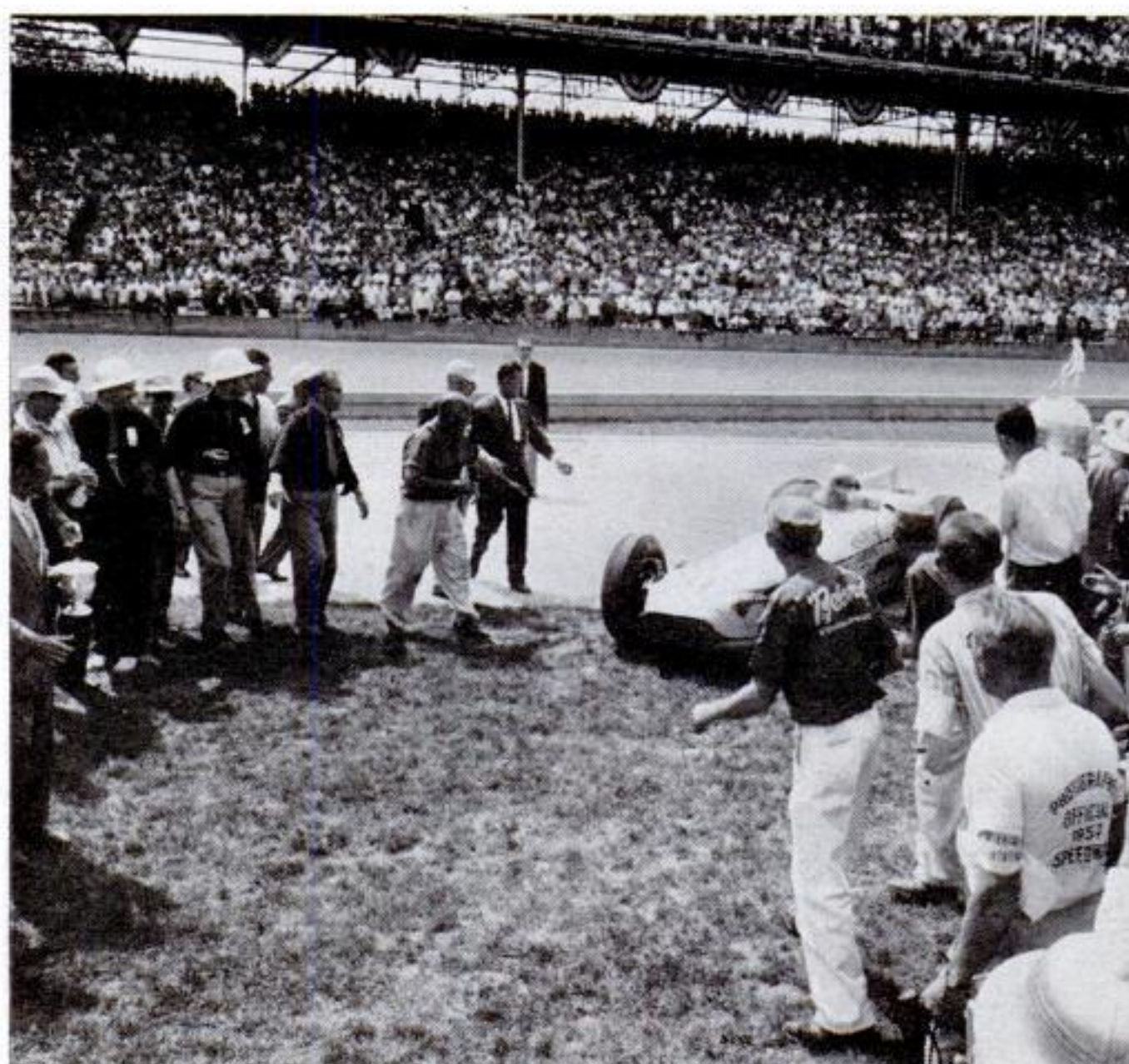
Fast Work in Pit CONTINUED



SPEED WORK by crew includes passing Hanks cup of water on pole from outside pit. Only five men are allowed in pit during stop and they are too busy to serve driver.

SIGNAL BOARD is hastily painted by crewman to tell Hanks he is leading by five seconds shortly after last pit stop. Signs were shown each lap until he had a safe lead.

FINAL TURN off course is made by Hanks as officials, photographers clear the way. After getting checkered victory flag, Hanks circled track twice in case of scoring error.

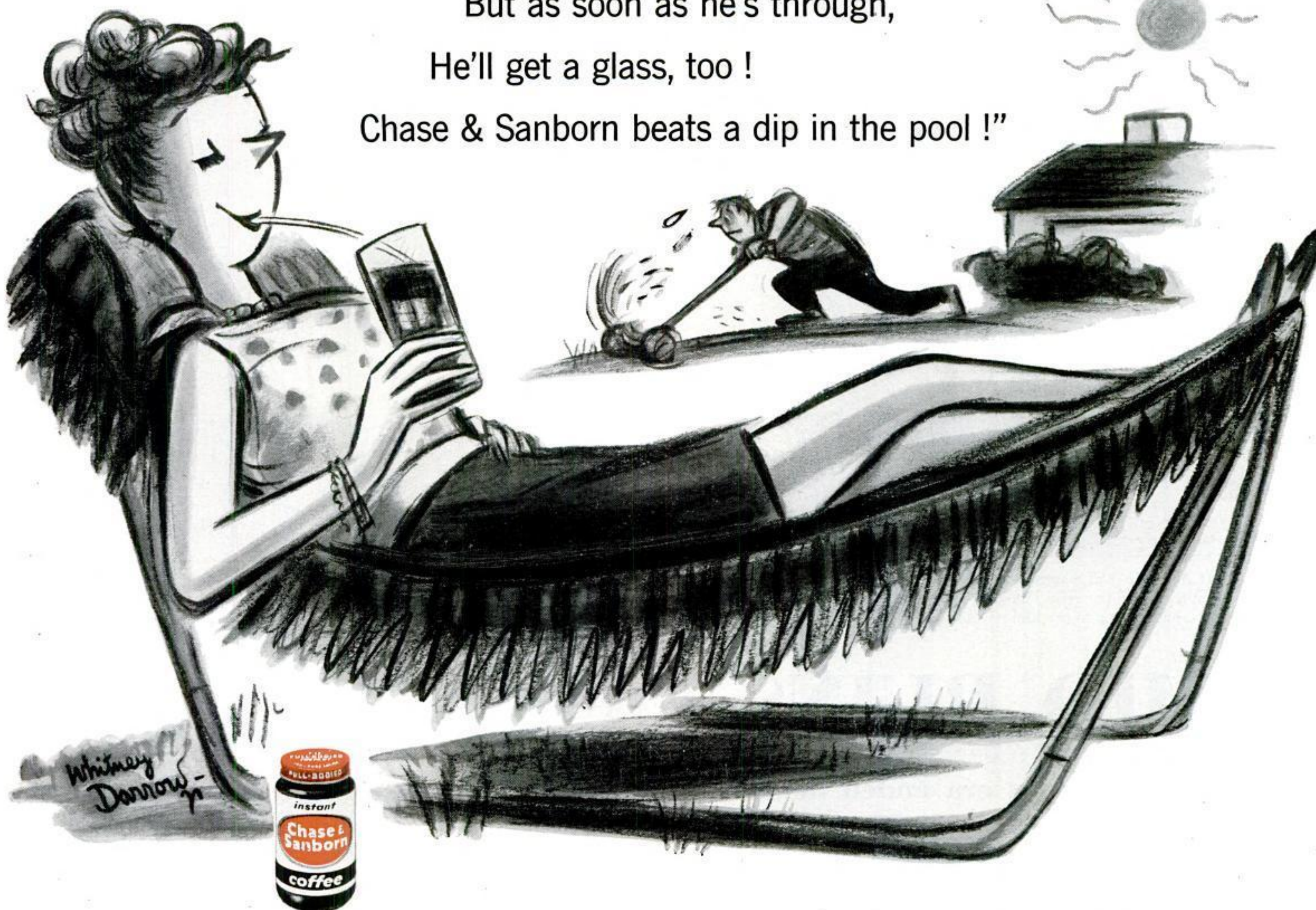


"A FLAVOR BREAK! Full-Bodied! Cool!

It's a shame he must work like a mule.

But as soon as he's through,
He'll get a glass, too!

Chase & Sanborn beats a dip in the pool!"



Next time give yourself a... **FLAVOR BREAK**

Whenever you're in the mood for coffee . . .
mealtime or any time . . . don't settle for just a
coffee break. Give yourself a Flavor Break
with Instant Chase & Sanborn.

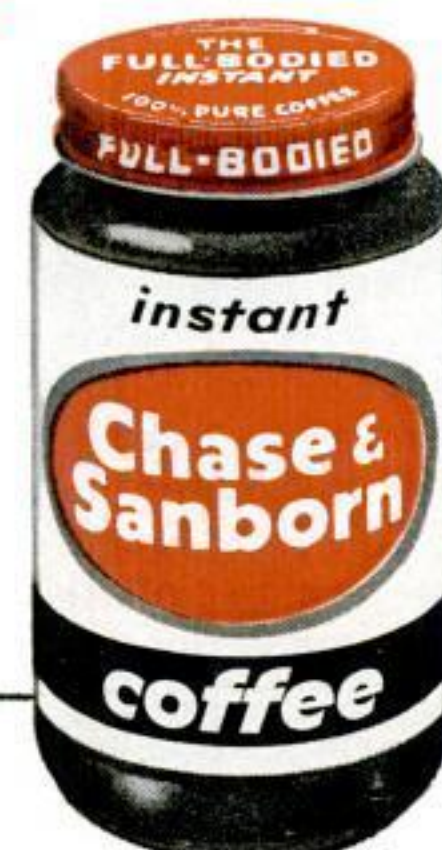
This is the full-bodied coffee. Wonderful when
it's steaming hot. Delicious when it's iced.
Fully satisfying any way you make it.

For the best instant in your day, stop for a
Flavor Break with Instant Chase & Sanborn.
You'll get a full cup of flavor every time!



*Makes the kind of good coffee
everyone loves!*

"Was I surprised!" says Mrs. Rose
Nemeth, Paramus, New Jersey.
"Making iced coffee was always a
problem for me. It ended up too
weak usually—without much
flavor. Not this Instant Chase &
Sanborn though. What flavor it
gives, even with melting ice! My
neighbors think it's my recipe.
I tell them it's my brand."



ANOTHER FINE PRODUCT OF
STANDARD BRANDS INC.

INSTANT CHASE & SANBORN —the full-bodied coffee



THE OLD MOVIE DAYS were a wonderful blend of iron dictatorship and wacky glamor. The all-powerful studio head (right), surrounded by sycophants and servants, had no one to say him nay and many to say him yes. Cheesecake,

handsome profiles and moppet cuteness were the principal attributes of the big stars. It wasn't good entertainment and it wasn't art, and most of the movies produced had a uniform mediocrity, but they were also uniformly profitable.

AMID RUINS OF AN EMPIRE

A glamorous era ended in disaster, but men of Talent, aided by agents and

MA, I'm pregnant." These are the words that open *The Bachelor Party*, a current movie of small-time life. All the rest of the plot hangs on these words. They would have been unthinkable on the screen even two years ago, but they typify the incredible thing that has happened in Hollywood: *the movies are growing up*. Hollywood has turned to pictures that actually make some sense and reflect some life. Five years ago when desperate promotion men were crying that the movies were better than ever, they were not. Today, when no one is saying so, they are.

To the people who have continued, through past trials and disappointments, to go to the movies, this is great and good news. A vast revolution has changed Hollywood from top to bottom in the course of a few explosive years. The revolution did not change merely a few externals; it changed an entire society. As always with a revolution, this one took place at the point of a gun. As always with a revolution, the times were ripe and the old order flabby. Two groups of people, in consequence, have found and used an opportunity. The first of these comprises what Hollywood calls Talent—meaning men and women who can actually direct, write or act in movies themselves. The second group is the Independent Producers—meaning producers independent of the major studios, or almost so. On these two groups hang all the law and the profits of the New Hollywood, the part of it that still makes movies for the theaters.

This New Hollywood is characterized not only by better movies but by a host of other radical innovations. The oldtime studio is undergoing an incredible face lifting, and the oldtime studio head has all but vanished. The financial structure of movie-making has changed so completely as to be unrecognizable. A whole way of motion picture life, as conceived, executed, produced and directed with book, lyrics and score by Adolph Zukor, Jesse L. Lasky, William Fox, Marcus Loew and Louis B. Mayer, is gone now, gone with the nickelodeon

from which it sprang. It has been replaced by new phenomena— independent producers, all-powerful agents, tax experts and legal wizards. There is still glamor and confusion, but these are less noticeable than businesslike attitudes and cool-headed conservatism. An Empire has fallen, but something better than an Empire is rising up.

Hollywood movies are half a century old this year, for it was in 1907 that the first "feature picture" was begun in California. But they feel older. They should. They have been through a lot. After a golden childhood, after an adolescent romance with all America, after a wedding solemnized in every Roxy in the land, the movies had a few brief years of what seemed like peace—and then plunged head-first into the caldron of disaster that produced the revolution.

The horrible decade

IT was the unparalleled last 10 years that did the Empire in. In one fell decade Hollywood was knocked down by TV, kicked in the jaw by a court order that broke up the profitable, monopolistic alliance between the theater chains and the studios, and at last all but destroyed by an upheaval in America's recreational habits. Movies had once been *the* entertainment resource for the entire country, but after the war skis, skin-diving equipment, hi-fi sets, bowling balls, fishing tackle, golf clubs, do-it-yourself kits and 10,000 other consumer items flooded the U.S. As postwar automobiles, bedazzling with chromium, re-emerged from Detroit, movie theaters, suddenly discovered to be shabby and obsolete, began to close their doors. "Nobody said, 'Let's go to the movies,' anymore," one producer explains. "Going to the movies became a premeditated crime."

To its horror, Hollywood discovered that old-style movies made in the old-style way had ceased to make money. Once upon a time a money-losing movie was almost impossible. Everybody went to the



THE MODERN LOOK of Hollywood resembles Wall Street rather than Cloudland. Top stars such as (clockwise from left) Frank Sinatra, Marlon Brando, Gary Cooper, Marilyn Monroe, Kirk Douglas and Burt Lancaster now dominate the

scene. They are no longer hired hands but businessmen, surrounded by their own agents, attorneys and investment counselors. The once-powerful studio head (right) now struggles to win favor where once he simply gave commands.

A NEW HOLLYWOOD ARISES

tax experts, inherited the movies and are making them pay **by ERIC HODGINS**

movies, even to the bad ones. In those days in the studios infallible men wearing leather puttees and pith helmets sat in their camp chairs directing the Gloria Swansons, Alice Terrys and Rudolph Valentinos for whom the public's appetite was insatiable. In the theaters the doormen outshone admirals, the rest rooms swooned with perfumes unknown in Araby and the organ throbbed with a *vox humana* that would have stunned Johann Sebastian Bach. It was a great show, and almost every movie made not just a profit but a sizable profit. The million-dollar mediocrity was the very backbone of Hollywood.

But when, in the last decade, Americans stopped going to just any movies, the golden era ended. It is still possible to make profits on fourth-rate movies, low-budget pictures with no name stars that are cranked out in a few weeks. But these are not the "big pictures" that mean life or death to Hollywood. As on Broadway, Hollywood's big-picture flops are now ghastly flops and its big-picture successes are wildly successful. In between is what is now known as the "dangerous market." It exists precisely where the surefire market used to. "The one absolute disaster today," said one of the new movie-makers, "is to make a million-dollar mediocrity. On one of these you can lose not only your total investment but your total shirt."

Today the lines of past suffering are plainly etched upon Hollywood's face, and nowhere are the lines plainer than in the big studios. Darryl Zanuck, once the great thane of 20th Century-Fox, has stepped down, and his replacement, Production head Buddy Adler, is busily revamping Fox to conform to the new look. "It is no longer possible," said a Fox executive, explaining the change that caused Zanuck to quit, "to filter the total production of one company through the mind of one man." Last year Dore Schary, loosely wrapped in MGM's king-size toga which had once been a tight fit for Louis B. Mayer, announced the onset of a "severe and disciplined economy drive." Almost instantly on assuming the leadership of this crusade, Mr.

Schary fell—or was pushed—upon his sword, and is now severed from his job with a \$1 million contract settlement.

Not all of the old studio giants are gone. There is still Columbia's president, Harry Cohn, who at 65 continues to run his studio with the iron hand in the sandpaper glove, as was the custom of studio heads in days gone by. But he is an anomaly, the last of the Great Auks. "Cohn is aghast," said a new-style film man recently, "at the shift in power that's taking place in picture-making."

Harry Cohn himself described his current problems in his company's latest annual report: "We find ourselves in a highly competitive market for these talents [stars, directors, producers, writers]. Under today's tax structures, salary to those we are dealing with is less inviting than the opportunity for capital gains. We find ourselves, therefore, dealing with corporations rather than with individuals. We find ourselves, too, forced to deal in terms of a percentage of the film's profits, rather than in a guaranteed salary as in the past. This is most notable among the top stars."

In these few sentences, whether he can bring himself to believe in it or not, Harry Cohn has succeeded in describing the major result of the revolution. It is hard on the Harry Cohns, not just because their power is waning but because they are losing it to the men who were once their hired hands: the stars, the directors, the producers and even—this last being the most galling of all—the writers.

The shrinking studio head

THE studio executives of today are in consequence very different men from their predecessors, whose whims were jacketed in steel. Their words came down from Mount Sinai as to how many pictures the studio would make next year and who would make what, whether he wanted to or not. Today's executive of a major studio is

SOME NEW TITANS ON PAGES 148, 149

ARTICLE [CONTINUED ON PAGE 150](#)

ROSTER OF KEY FIGURES

Monuments of the new social order in Hollywood, representative of all the categories of stars, directors, producers, writers and business agents who have become the movie world's boss people, are the half dozen fabulous figures on these pages: Audrey Hepburn, who can wistfully smile large fortunes into box offices; George Stevens, a titan among American film directors; Gregory Peck, whose smooth masculine appeal is legally incorporated; Hal Wallis, an independent producer running a prosperous little kingdom inside the Paramount

empire; George Seaton, a writer turned director; and shrewd and sleek Bert Allenberg, an agent who manages the involved business lives of modern moving picture people and sometimes, by offering a studio a neat package of script, cast and director, can multiply the importance of his individual clients. A decade ago most of these people would have been highly paid mechanics on a film production line. Now, as Mr. Hodgins points out in his article, they are sellers in a market that desperately needs their talents, and are the masters of their fate.

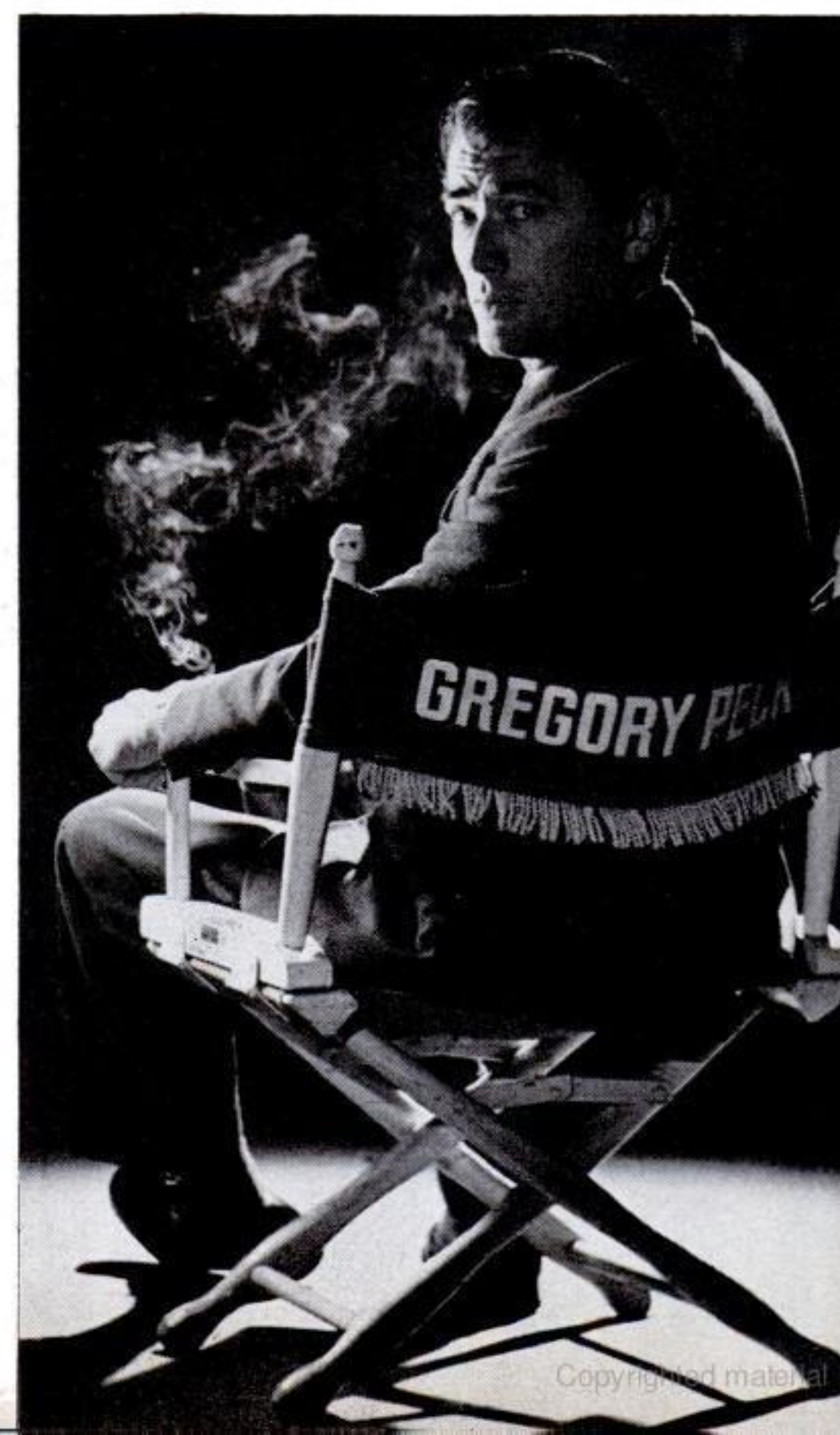
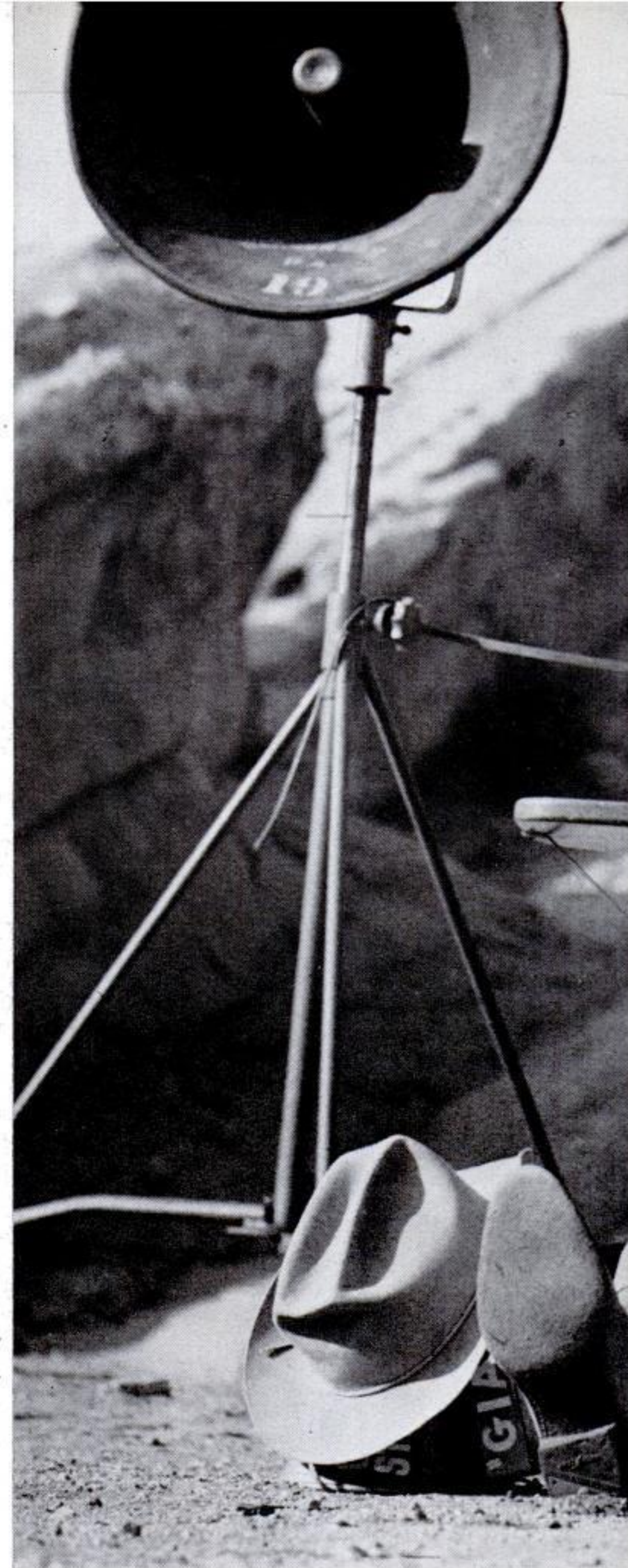


A STAR IN SHORT SUPPLY

Audrey Hepburn, rising from chorus line to superstardom, is one of a tiny handful of newcomers able to fill—at \$350,000 for one film—the need for glamor and captivating appeal.

HERO AND HIS OWN BOSS

Gregory Peck, who receives 10% of the gross for appearing in other people's films, will soon start making his own. He has formed his own company, bought scripts and will star himself.



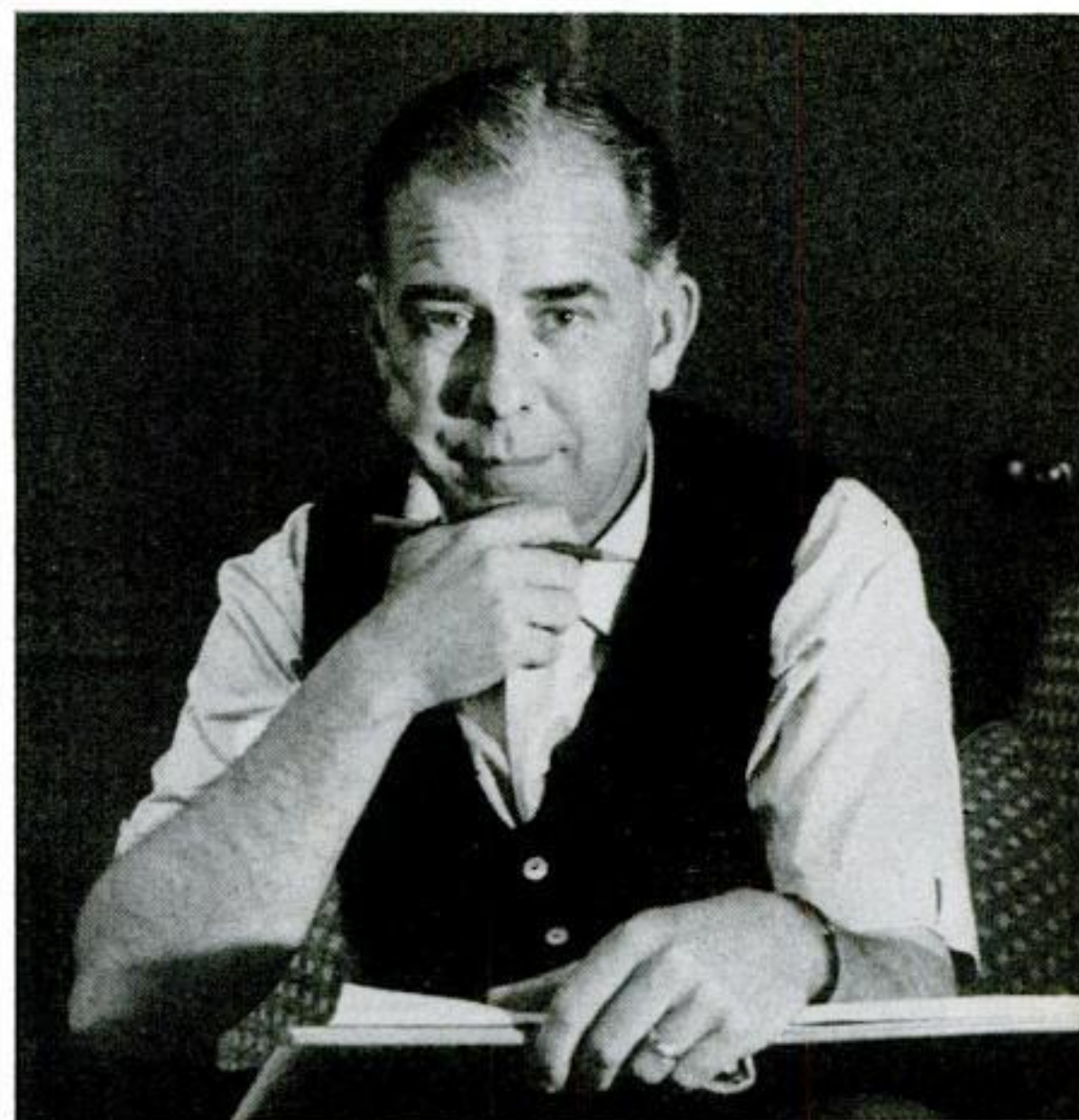


DIRECTOR ON LOOSE REIN

Under a 10-year contract, George Stevens is paid \$1,000 a week by 20th Century-Fox, even when he works for other companies. But he must do two films for Fox during the 10 years.

THE UNSTIFLED PRODUCER

A pioneer among independents and prototype of them, Hal Wallis works at the Paramount studios but free of Paramount's authority. His *Gunfight at the O.K. Corral* has just appeared.



WRITER HIGH ON ROOST

George Seaton, who once wrote gags for the Marx Brothers, is a top name on the list of writers turned directors who now direct their own scripts—as he did with *The Country Girl*.



TOP TALENT'S BUSINESSMAN

Bert Allenberg of the William Morris Agency negotiates the contracts and carries on the arguments for a long list of such top stars as Frank Sinatra, Danny Kaye and Ava Gardner.



It could only come from Arrow—
the perfect collar with

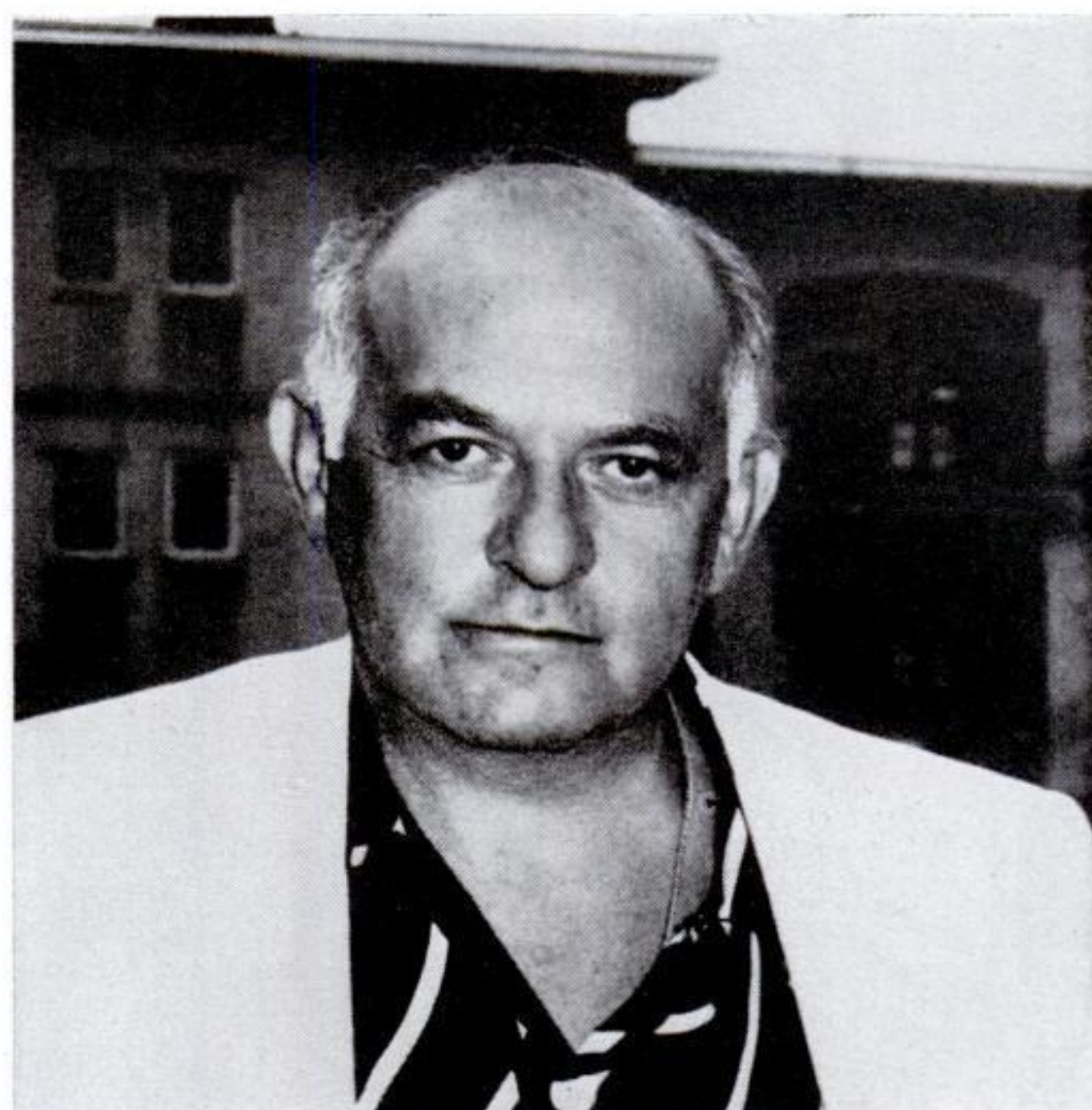
PERMANENT BUILT-IN STAYS!

Stays cannot be lost... cannot be harmed by laundering... insure lasting neatness. Here's a unique idea that makes an awful lot of sense in this smart, new Arrow Collar. We've built in the stays, permanently and invisibly. They'll last the life of the shirt.

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Arrow Permanent Stay Shirt, "Sanforized"-labeled, \$5.00. Available in boys' sizes, \$2.95 up. *Cluett, Peabody & Co., Inc.*

ARROW — first in fashion



THE LAST TYCOON, Harry Cohn of Columbia, is only old-style studio head who still maintains tight control over all movies his company makes.

THE NEW HOLLYWOOD CONTINUED

a specialist in diplomacy and logistics. He must cajole, not thunder. He is no longer king, or even first minister. "No," says one writer-director, smiling cheerfully, "*The Incredible Shrinking Man* is not the story of a Hollywood studio head. It could be, though."

The new turn of the wheel has brought about what no number of exhorting councils for better films could ever have done: it has made Hollywood really avid for unique, specialized, distinctive, hand-monogrammed, individual successes. With the assembly line broken down and the mass production methods of the past made obsolete, no other key to profits, or even to continued solvency, was left. And when that truth burst at last upon the boulevards, the new race for Talent began.

When a producer goes to a bank for production money today, the bank's first question is "Who've you got?" With today's "dangerous market," the bank wants to make certain that the producer has the right material with which to turn out a superior movie. "Who've you got?" embraces not only stars but top directors and writers as well. It also takes in the question of story. If you have John Steinbeck's latest, the bank will be cordial. If you have only John Jones's latest, it will be frigid.

Besides bank approval, there is another critical reason for the demand for big names. The proportion of Hollywood's revenues coming from overseas has been rising and rising in the last few years (because domestic revenues have been dropping) and stands now at an unparalleled 40 to 50% of the total worldwide film rentals Hollywood takes in. The overseas movie-goer, lacking the floods of consumer goods that drench the U.S., sits today where the American audience sat in the decade of 1920-30, and the stars' names on the theater marquee are often his only clue to what he may see if he buys a ticket. Hollywood is not without fear that, as television slowly spreads in Europe, movie-going may fall off there too. With that thought it doubles and redoubles its efforts to use the big-name stars and directors and produce the big movie with which it feels certain television can never compete.

The stars and directors, the exemplars of Talent, were not slow to see what the new day meant to them. During the panic of the last decade the studios had let their contracts lapse, and now the creative men were free agents. For the fading ones it was tough, but for those in the ascendant it was literally the chance of a lifetime. Their musings ran like this: "When the studio goes to the bank for money for my new pictures, it gets it on the strength of my name. I am the insurance the bank wants before it will put its money on the line. And if my name is being used as collateral, why shouldn't I get a chunk of the profits? Or, better than that, with the studio faltering, why isn't this the hour to strike for my age-old dream, to join with a couple of creative colleagues in the production of my own films *myself*?"

Only a little oversimplified, this is what has happened. Talent

CONTINUED

Really new taste discovery!



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P.S. To keep it fresh, always keep it refrigerated.



FIX-IT TIPS with "Plastic Wood"



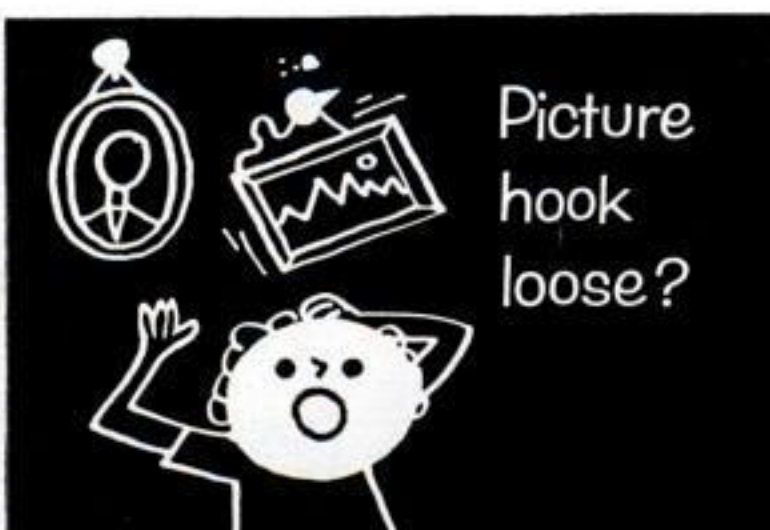
Screen
split?

It's easy to repair it with Plastic Wood. Just fill cracks and sand and paint to match surrounding surface.



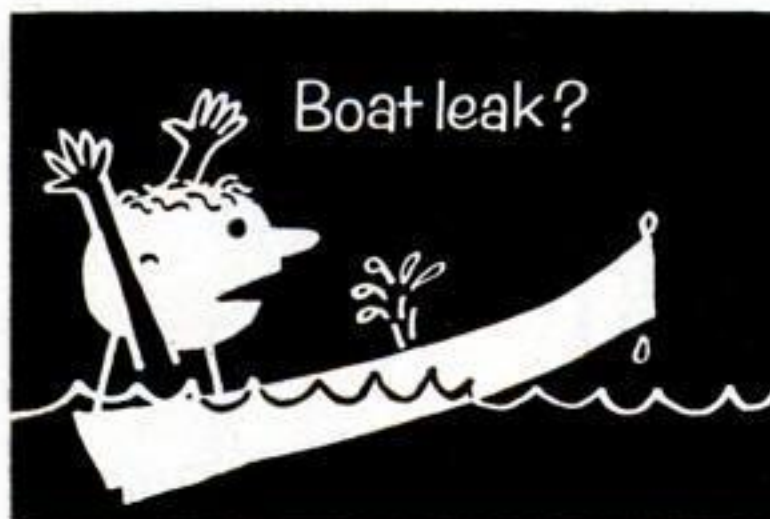
Holes need
filling?

Fill nail holes, nicks, cracks, gouges with Plastic Wood. Can be sanded, stained or painted like wood itself.



Picture
hook
loose?

Fill hole with Plastic Wood. Let it dry. Then hammer hook back in. Holds harder than plaster. Pictures really stay put.



Boat leak?

Fill seams and holes with water-resistant Plastic Wood. Dries quickly—stays dry permanently. Takes paint perfectly.



Set things
right with **NEW**
"PLASTIC WOOD"



LIFELIKE MOVIES such as *The Bachelor Party* (above) are a pleasing—and profitable—product of the New Hollywood. Here Director Delbert Mann tells Don Murray and Patricia Smith how to act out husband-wife scene.

THE NEW HOLLYWOOD CONTINUED

today demands every last dime it thinks the traffic will bear. The studios, not without shuddering, are forced to give down.

In the New Hollywood, with the old monopolies gone and the czardoms toppled, the law of supply and demand is working just as Adam Smith always said it would. Talent—meaning stars, directors, producers and writers—is reaping rich rewards because Talent is scarce. "You can't make 400 pictures with 12 stars," a producer explains. Y. Frank Freeman, the administrator of Paramount, makes a bigger generality. "Suppose all Hollywood *did* have a czar," he says. "A real czar, with absolute power and infallible taste. Suppose he could commandeer, instantly, the services of all the top directors, all the best writers and any combination of stars he happened to want. Suppose also he could shanghai all the best technical wizardry here that goes into the making of the most professionally expert films. He still couldn't turn out 25 'must-see' pictures in a year. That's the top limit imposed by the amount of Talent we have. At that, it's a pretty high limit."

With Talent so scarce, the really great names among the independent directors are in constant demand. There is Oscar-winning George Stevens, whose *Giant* is one of the current really great successes. There is John Huston, whose prestige was in no way damaged when he was pushed off the dock this spring by David O. Selznick as he was beginning to direct Ernest Hemingway's *A Farewell to Arms*. There is Elia Kazan (*A Streetcar Named Desire*, *On the Waterfront*, *Baby Doll*), who has never really joined the Hollywood community, being fundamentally a stage director, but whose prestige is rightfully enormous. There is Fred Zinnemann, an ex-cameraman whose pictures were at first excellent but unappreciated and which are now no less excellent but much more widely appreciated, as witness *High Noon*, *From Here to Eternity* and *Oklahoma!* There is Billy Wilder, who has a glowing record built on such pictures as *The Lost Weekend* and *Stalag 17*. There is the veteran William Wyler, who made *Mrs. Miniver*, *The Desperate Hours* and *Friendly Persuasion*. There is George Seaton, who is directing Clark Gable's latest picture, *Teacher's Pet*.

All these men have great bargaining power as independents and are able to make a wide variety of deals for their services, but they are all likely to come down to this: each can easily claim from \$250,000 to \$300,000 for one picture. They are worth this to the studios because they are sure and brilliant professionals who are bound to make good pictures and who also have the highest chance of making box office hits. They are also worth the big salary because their names attract the stars, thereby making casting easier.

The stars are an even greater problem than directors, and the main problem with stars is money. Everyone who can help make a big successful picture now wants a share of the profits.

"We're running into a new trouble now," said one harassed producer. "There's only 100% to give away." Profit sharing is not new in Hollywood: Adolph Zukor gave Mary Pickford a percentage-of-profits deal way back in the teens of the century when she was "America's Sweetheart"—or, as Zukor less romantically put it, "the bell-cow of the industry." But Mary Pickford

I settle
my stomach
in seconds...



with Milk of Magnesia

Gas, heartburn, stomach sourness—all symptoms of acid indigestion are eased away—quickly! Phillips' Milk of Magnesia—one of the world's fastest antacids—actually settles your stomach in seconds! So when too much food, drink, tobacco upsets you, take Phillips' Milk of Magnesia and feel fine again—fast!



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Made to the measure of a million men, DICKIES *new look* work clothes are first cousin to custom-tailoring. In the shirt, you choose your neck size in *two* collar styles, three sleeve lengths, three body lengths. And DICKIES pants give you the exact action-fit for *your* build, plus the exclusive Easy-Alter Outlet. With all the famous DICKIES features, the *new look* adds smoother tailoring, finer stitching, easier ironing and longer wear. Fully Sanforized, selected vat-dyed Army twill DICKIES look and feel right when you buy them. More importantly, they stay that way through *washing after washing*. To look your best, get the *new look* in DICKIES. Now, 10,678 stores would like to outfit you in rugged, longer-wearing DICKIES because they know you'll be back for more.

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New! **Freshly Shredded Cheddar**—ready for your recipe and stamped “Miss Wisconsin”

- ★ Sprinkle Miss Wisconsin Freshly Shredded Cheddar and shredded ham on crisp green lettuce for a quick yet hearty salad. Top halved tomatoes with Miss Wisconsin and bread crumbs—broil. So easy with all your cheese recipes!
- ★ Each package contains a cup of freshly shredded Miss Wisconsin cheddar with that unmistakable just-grated flavor.
- ★ It's the same wonderful sharp-aged Miss Wisconsin natural cheddar you've enjoyed sliced and in wedges.
- ★ Now Miss Wisconsin becomes the cooking cheddar—most convenient of all. (No grater, simply pour it from the package!)



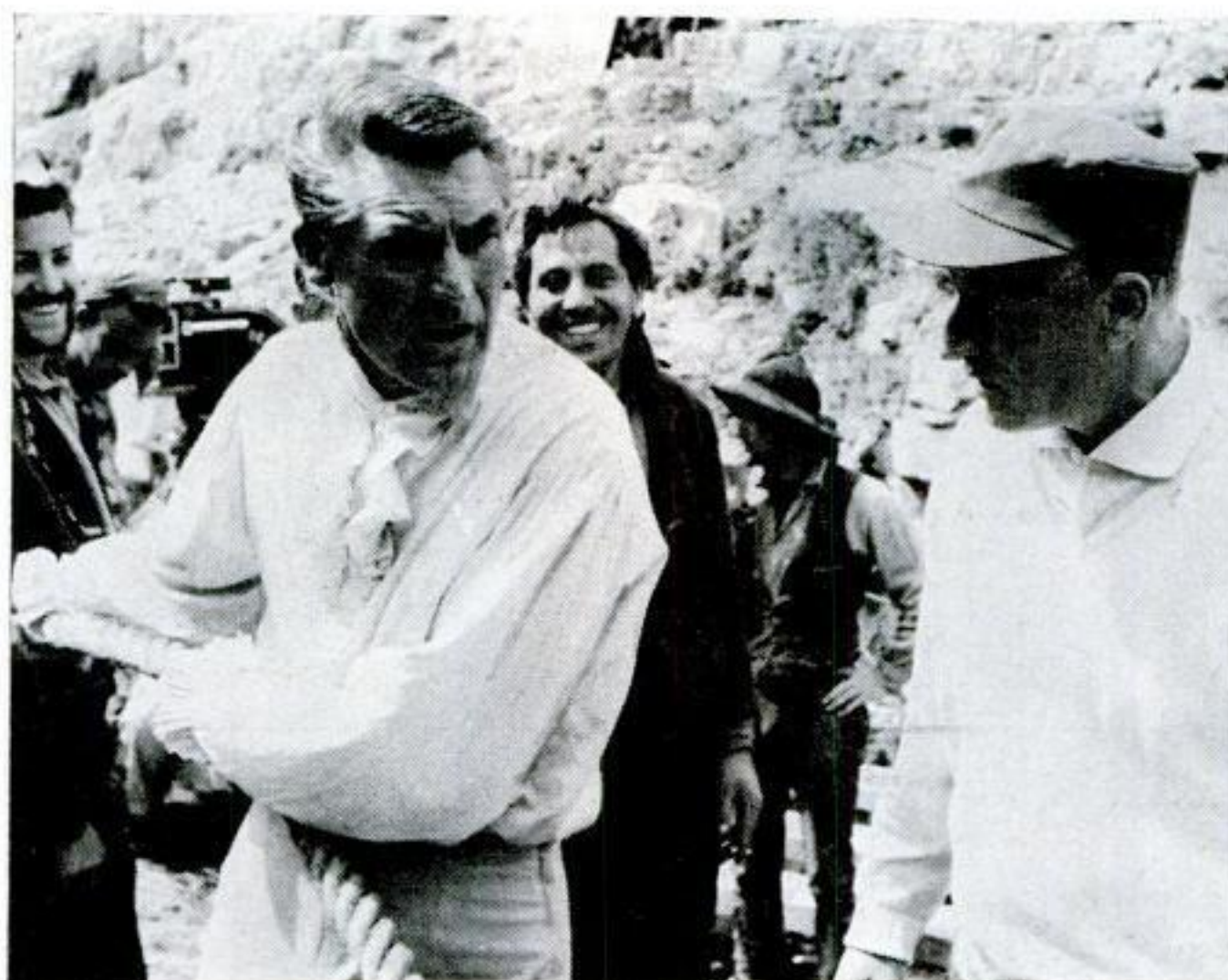
CHANEL



N°5
CHANEL

THE MOST
TREASURED NAME
IN PERFUME

CHANEL



GROSS-SPLITTER Cary Grant, shown with Producer Stanley Kramer on location in Spain for *The Pride and the Passion*, usually gets the kind of deal that the studios are most reluctant to give: 10% of every box office dollar.

THE NEW HOLLYWOOD CONTINUED

was an exception. Today "participation" and "joint-financing" deals have become so commonplace that the phrase "working for nothing" (i.e., not for salary but for profit sharing) has become a hallmark of the highest status among stars. Recently the executive vice president of Universal Pictures, Al Daff, was discussing the deal whereby José Ferrer directed and starred in *The Great Man*. Universal is the only studio left in Hollywood that will not "ink pacts" (make deals) with independent producers from outside the studio. Nevertheless it inked one with Ferrer to participate in whatever profits *The Great Man* might make. "Was that all there was to the deal?" Daff was asked. "No," he replied thoughtfully, searching his mind for a detail that might have escaped it. "He also got money." Ferrer, good as he is, has not yet arrived at that pinnacle of success where a man with talent gets no "money," only profits.

To make the atmosphere of the New Hollywood complete, a big studio may also be willing to "work for nothing"—or nearly nothing. No studio has yet had to give away to Talent the full 100% of its profits, but Paramount made a close approach when it guaranteed Marlon Brando 75% of the profits on *Burst of Vermillion*, which will be released in 1958. Chances are this will turn out to be just as good a deal for Paramount as for Brando. Whatever the costs of the picture, a husky percentage will be added to them for "studio overhead." In effect, this is a fee. And Paramount will, of course, collect a 30% "distribution fee" for getting the picture into the theaters. Both these "costs" will be deducted before Brando or anybody else can start splitting the profits.

Breathtaking demands

THE trading demands of first-magnitude stars today are simple and breathtaking: 50% of the profits (usually with a minimum guarantee) or 10% of the gross. These demands are met without an audible whimper. Horrendous though 50% of the profits seems, most studios prefer it to 10% of the gross. After all, you can't split a profit unless there is one, but a deal based on the gross box office receipts means that the star starts getting paid "from the first dollar." This may leave nothing at all for the risk-taker. Cary Grant, an oldtimer whose bargaining power is still tremendous, got a 10%-of-the-gross deal as an inducement to join Grace Kelly in Alfred Hitchcock's 1955 production, *To Catch a Thief*. On this only moderately successful film Grant made more than \$700,000. Hitchcock, for producing and directing it, made less than \$50,000. For his new movie, *The Pride and the Passion*, Grant will collect about \$1 million as the star before Stanley Kramer, the producer, can make anything on his \$3.5 million risk.

The studios are fighting to get back some of their bargaining position, but the fight is hard and uphill. For *Boy on a Dolphin*, released this April, 20th Century-Fox had the flaming new Italian actress Sophia Loren under contract, but there was a "stop-date" on the production. It had to be finished by a certain time. Fox had no male star to go with Sophia. Everyone it wanted was busy

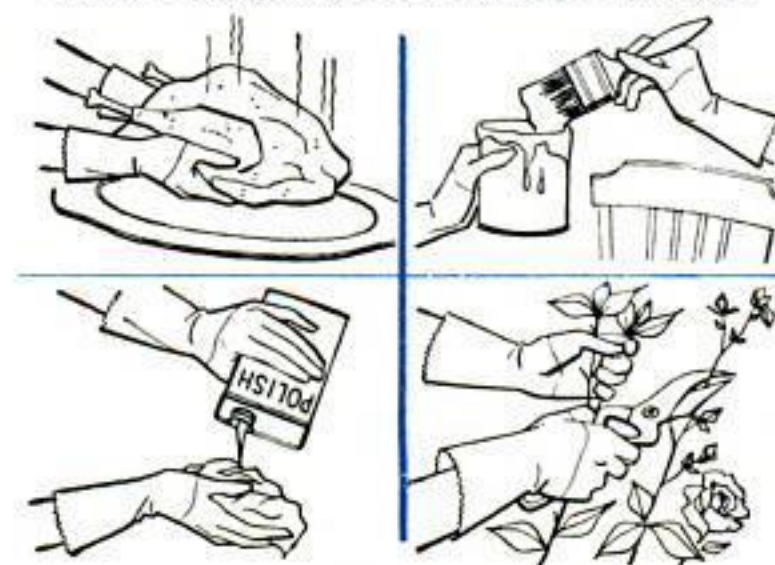
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PROFIT-SHARER Jimmy Stewart usually takes 50% of film's net in lieu of salary. But for Lindbergh role in *The Spirit of St. Louis* he gets 10% of gross.

THE NEW HOLLYWOOD CONTINUED

somewhere else. Finally it was discovered that Alan Ladd, who is twice Sophia's age but only about half her size, was "between engagements." The bargain Ladd got from Fox was, as a starter, a basic salary of \$290,000 for the picture. Then there were all his expenses and his wife's and a maid's, portal to portal, Hollywood to Greece, for four months. The contract even provided that if the shooting schedule embraced the Christmas holidays, the Ladd children would be flown abroad at the studio's expense. Fox executives continue to shudder at the recollection of all this, especially since the picture is not destined for greatness and Ladd's contribution to it was not the ultimate in celluloid magic. But what can you do? The stars are not just stars anymore; they are businessmen.

William Holden, currently the No. 1 male star, is not only William Holden, he is also Toluca Productions. If Holden makes a movie for a major studio he does not usually "get money"—he gets 50% of the picture's profits, which will then help provide the star with financing for whatever picture Toluca Productions wants to make later. Marlon Brando, No. 2, takes 10% of the gross or up to 75% of the profits from a major studio film and then puts his money into Pennebaker Productions. Naturally, deals vary. John Wayne (Batjac Productions) has a deal with 20th Century-Fox to make three pictures for a flat sum of \$2 million. Jimmy Stewart has one of the oldest established permanent floating percentage deals in the industry: 50% of the profits on most of his films for the last 10 years. Frank Sinatra (Kent Productions) will make *Pal Joey* for \$125,000 plus 25% of all subsequent profits. Gary Cooper, of Baroda Productions, signs for 10% of the gross, a deal all but impregnable to loss. Gregory Peck also serves the majors for 10% of the gross and is now producing his own pictures. These stars are thus able to work for the majors and compete with them too.

Leading actresses do not do as well as leading actors, but they are not starving. For her part in *War and Peace* Audrey Hepburn got only money, but she got a net \$350,000 of it. ("That film cost \$9 million," Jerry Lewis said at this year's Academy Awards night. "That was more than the cost of the war itself.") Marilyn Monroe is willing to go to work for \$300,000 against a piece of the gross if she likes the picture. Deborah Kerr and Susan Hayward range from \$150,000 to \$200,000 per movie.

Breaking the hammerlock

ONLY now are the studios trying to do something about the hammerlock that the ultra-scarce top Talent has on the industry. The most active and aggressive program for the development of new stars is to be found at 20th Century-Fox, which is busy running a free talent school for young unknowns under the guidance of an oldtime Hollywood character actor. The climax of three months of intensive coaching is a "command performance" of bits from films and plays witnessed by the top studio brass. Anyone who gets enough plaudits at the command performance gets a screen test. Of 20 who went through this Fox mill recently, three were signed to contracts, and one, blond Dolores Michaels, drew a good part in Fox's production of Steinbeck's *The Wayward Bus*.

CONTINUED

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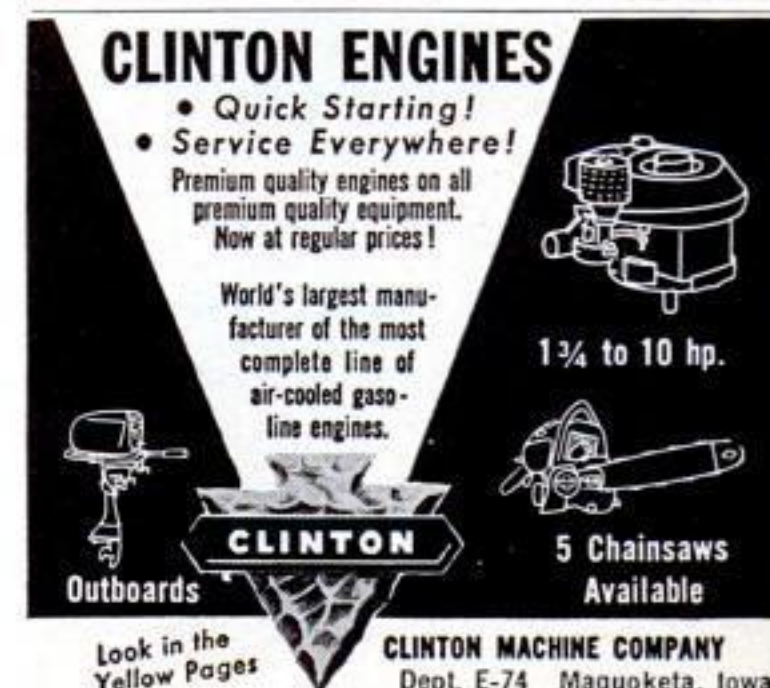


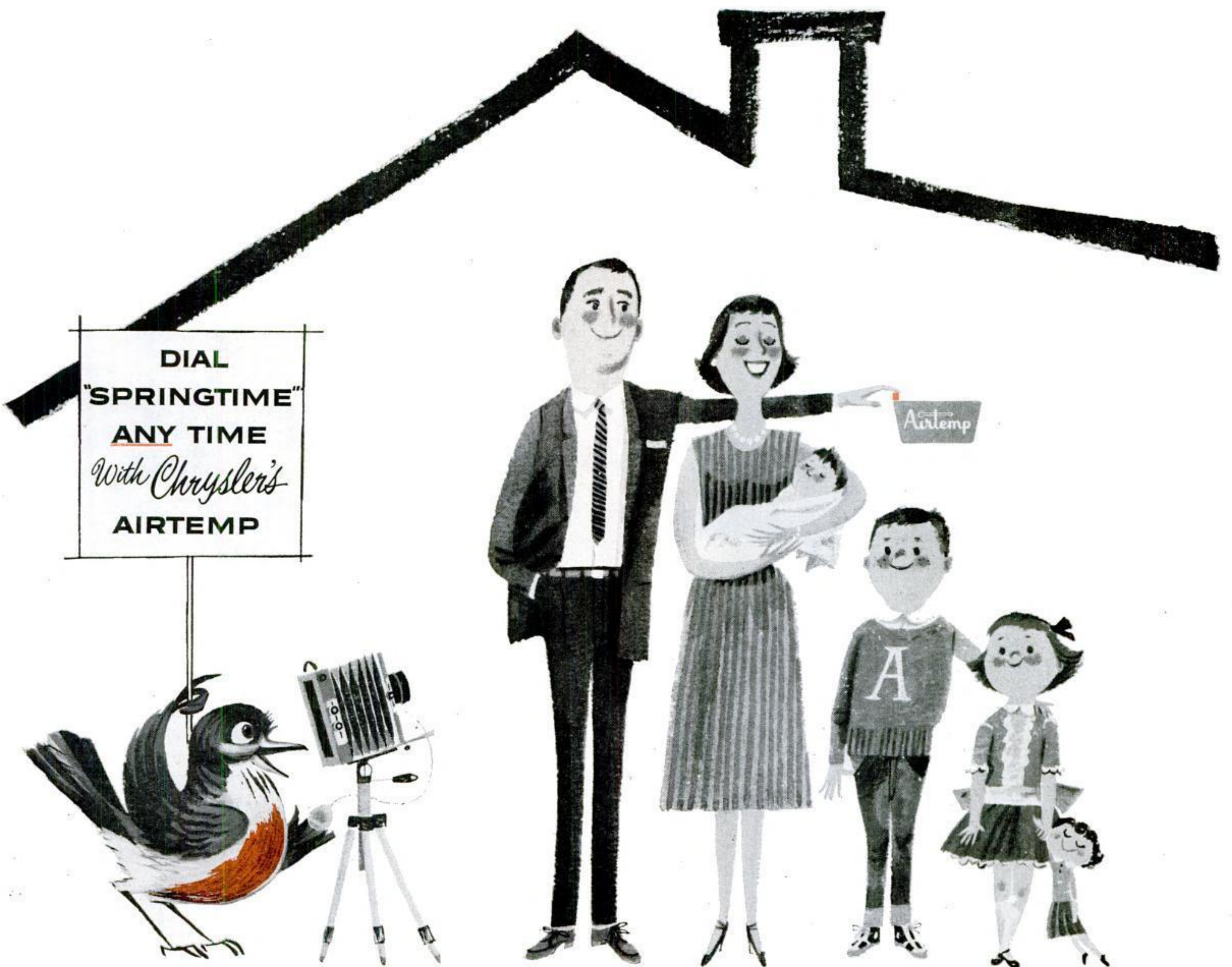
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MARY MARGARET McBRIDE, well-known author, lecturer and radio personality, was one of the first people asked to try new Instant Tender Leaf. After her first glassful, she was enthusiastic about its flavor and convenience. She said she was especially glad to make iced tea without drippy bags or leaves.

THE NEW HOLLYWOOD CONTINUED

This idea is spreading and, given good luck and five years' time, may lessen the economy of Talent scarcity in which Hollywood must operate today.

Meanwhile new performers who have made a solid hit with the public, like Tony Perkins (*Friendly Persuasion* and *Fear Strikes Out*), are in the shortest of short supply. And the number of players under contract direct to the major studios is only now emerging from a 20-year low.



AGENT Lew Wasserman serves leading stars: Marilyn Monroe, Gable, Peck, Grant.

Warner Brothers used to have 70 players under contract; now they have 13. Fox, with an extra \$10 million in its kitty to whoop things up, has 45 players under exclusive contract but used to have 65. Columbia once had 50 and now has 19. Paramount used to have 55 and now has eight. MGM, which once had 81 stars, now has only 48 players on its rolls.

Because of all the enormous salaries and engorged profit-sharing arrangements for top Talent, Hollywood has gone deal-crazy, and the man who makes the deals is the agent. The chaste Beverly Hills offices of the Music Corporation of America, where Agent Lew Wasserman holds forth, are now with good cause locally referred to as "Fort Knox." Bert Allenberg, West Coast head of the

William Morris Agency, is also a name to conjure with, but it is not the studio head who is able to do much of the conjuring.

Agents not only make deals, they remake them. When the star sinks into a malaise in mid-picture on discovering that someone else has a better deal than he has, the agent goes into action. This is the point at which "we tore up the contract," which means that a new and even more generous deal supplants the old, thus avoiding a neurosis that could not only cripple the star but also darken a sound studio on which the carrying charges might be \$40,000 a day.

In the Era of the Agent, the Hollywood atmosphere has become unrecognizable. In Romanoff's, on Rodeo Drive off Wilshire, where much of tomorrow's high strategy is planned over a couple of Bloody Marys and the Hamburger Fogelson, the talk is the kind of talk that might be heard if the American Stock Exchange, Sutter Creek and the New York Cocoa Exchange had merged, taking in a Greek shipping tycoon and a French arbitrage expert as junior partners. The straight talk about picture-making—who might star, who might script, who might direct—is laced with conversations from a different planet: conversations about charge-offs, depreciation situations, 27½% depletion allowances, exploration expensing, spin-offs, Australian sheep ranches and Swiss corporations. Off the top? No! On the gross! This is *Talent* talking. (The studio head is probably having a glass of buttermilk in his commissary and thinking glumly about Art.)

In all of Talent's talk, the U.S. tax laws are deeply involved. Money is still plentiful in Hollywood, but it has become quicksilver. It no longer jingles; it flows and splashes. The impact of taxes is everywhere. "It may sound funny," says Mr. A. Morgan Maree Jr., "but in this town you can make \$400,000 a year and be penniless." Mr. Maree's investment and tax firm is dedicated to solving this problem, and some 50 or 60 of Hollywood's stars and other mile-high earners place their financial affairs, for a 5% fee, in his sturdy hands.

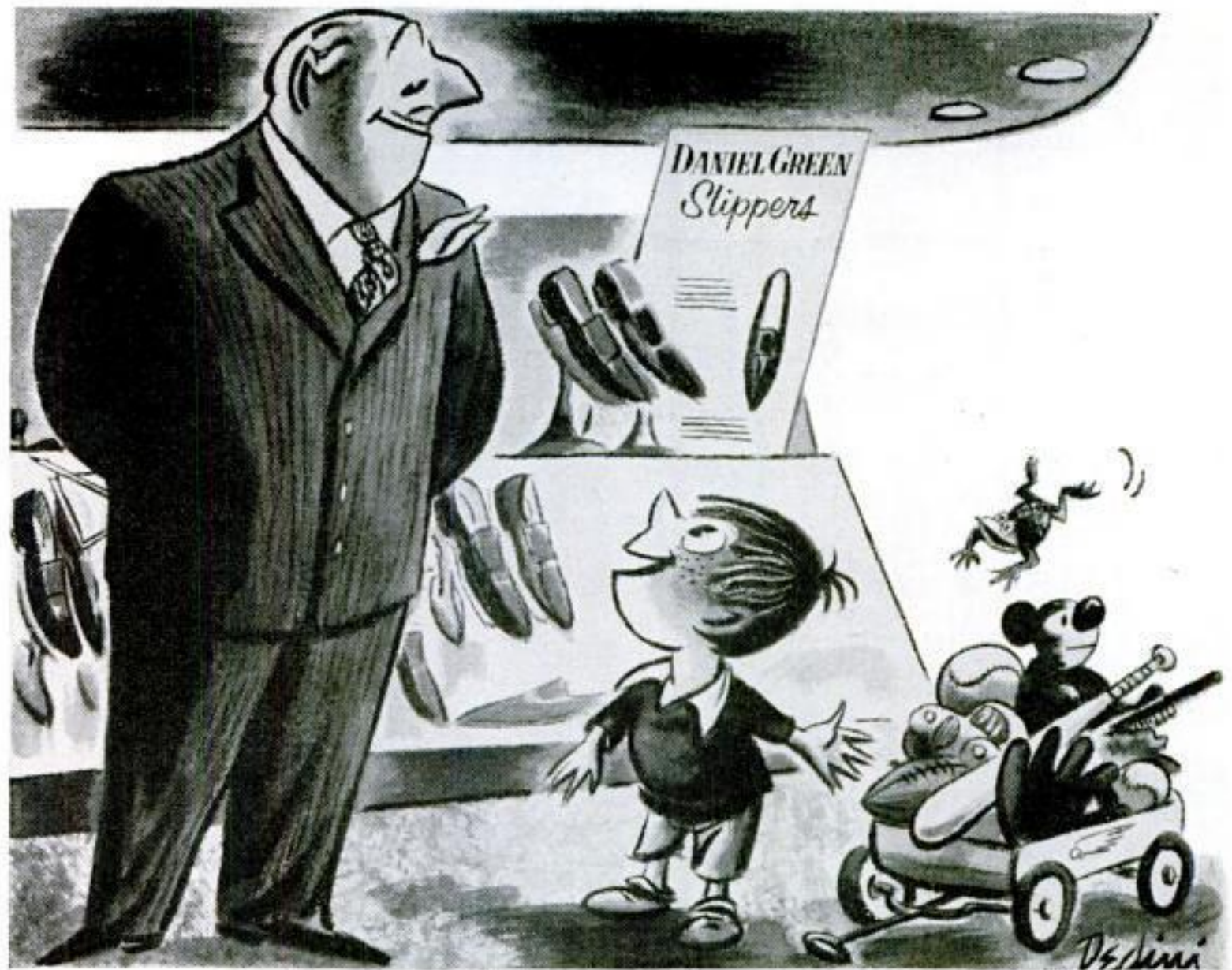


TAX EXPERT Morgan Maree sees that stars who make \$400,000 aren't "penniless."

"The task with a new client," says Maree, "is to establish a standard of living that can be maintained after success is past, and then achieve it by building capital assets with a view to collecting on capital gains. Any other course means bankruptcy, guaranteed and underwritten." This kind of talk would have been jabberwocky to John Gilbert or others of the earlier get-and-spend days, but it is merely Economics A in today's Hollywood.

This situation is not without its dangers to the "creative people." "We have to be careful how we administer this new freedom," says Writer-Director Billy Wilder. "We can get bogged down in the business mire ourselves." Today a star is less a star than a comet, speeding through the skies with a stream of luminescent gas behind him in which it takes no telescope to discover his agent, his tax attorney, his investment adviser, his business manager, his public

CONTINUED



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THE NEW HOLLYWOOD CONTINUED

relations counsel and other functionaries essential to the tax and deductibility age. So the new freedom is a complex and delicately poised affair.

The new kind of star has altered much that was familiar and colorful in the old Hollywood. "The glamor," said one movie veteran recently, "is dead now. The actresses are just so many beautiful Jersey cows. It's so long since we have had a scandal, I can't remember it." This is the jaundiced view. There still is glamor, and Hollywood's present crop of females does not lack allure. In all likelihood there will be another scandal before doomsday.

But a new caution is certainly abroad and a new conservatism dominates personal affairs. Even matters of dress reflect it. Women in mink jackets surmounting purple slacks are no longer to be seen breasting the foot traffic of Wilshire Boulevard. Basque sweaters and dirty sneakers are no longer preferred male attire in the lobby of the Beverly Hills Hotel. A black knitted tie neatly knotted in the collar of a white Sea Island cotton shirt and a three-button suit are now the accepted token of good grooming among men.

In this fast-changing world the studios are trying desperately to modernize their outlook, but some Hollywood prophets forecast an even further-reaching change. They believe that the time will come when the major studios will fulfill only two functions: the supplying of money for the financing of production by independents, and the renting of facilities to the "creative people" who have taken over the actual making of movies. The major studios, say the prophets, are "all tied up in cement."

Independent movie producers also use this phrase when they try to express the plight of the majors. It is hard to define an independent producer except to say that, by definition, he is *not* tied up in cement. With the one exception of Sam Goldwyn the independent does not own his own facilities. Either he contracts for them and arranges his own financing, or else he exists inside a major studio but has so much autonomy that he is mostly or wholly a law unto himself. The pragmatic test is this: if you can turn around fast, you are an independent. If you cannot, if you are all tied up in cement, you are not an independent.

Today the battle lines are more or less drawn between these two types of operation. The feline powers of speed, suppleness and balance possessed by the independents give them certain great advantages over the majors. Some majors, like Paramount, are extremely well administered and have a head start because they very early made working deals with many independents. Some others, like 20th Century-Fox, are fast adapting themselves to the new ways.

The great beached whale

THE major with the worst headache is Metro-Goldwyn Mayer. Once the corporate personification of the glory of Hollywood, MGM today is the great beached whale of the West Coast. All its magnificent facilities are still intact, but it has waited a long time to face the new day. It was not until the spring of this year that MGM finally let down its hair, its pride and its bars enough to meet the changed conditions. Since March it has been renting its facilities and equipment to independent producers and doing so at prices competitive with those of the other major studios. It has also opened its large doors to television producers and is working on a deal with 20th Century-Fox which would cut down on overhead by merging the lot facilities of the two corporations. But MGM's overhead is the supercolossal in Hollywood, and there are experts who think that it will have a difficult time making enough successful movies to keep this overhead in bounds.

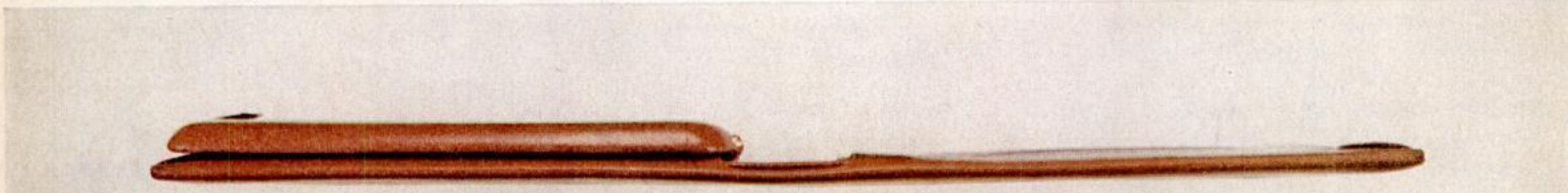
These gloom-mongers point out that on the corner next to MGM's handsome Irving G. Thalberg Memorial Building there is a white-stucco and red-roofed building bearing the legend Smith & Salisbury Ltd., Morticians. Across Culver Boulevard at the studio's rear stands another private enterprise called Superior Bus and Ambulance Sales. MGM, say the gloom-mongers, lies between this Scylla and Charybdis, and the strait through which it must pass is narrow.

But if the colossal studios seem to be fading or at least going through agonizing reappraisals, there are other phenomena in the New Hollywood to catch the eye.

There is, for example, United Artists. U.A. owns no studio, nor even a camera. It makes all its money by financing independent productions for a share of their profits and by collecting fees for its distributing organization. It operates in a steadily expanding market: 50% of all the U.S. full-length movies are today produced by independents, and this would not be possible without the help of the United Artists operations.



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Start your fire early. When it's down to glowing coals, wrap potatoes in Reynolds Wrap and snuggle into embers. Brush young chickens with Chick-N-Que Sauce and lay, skin side up, on a grill 12" from coals. Cook slowly—1 to 1½ hours—turning and basting frequently. To test doneness, twist a joint.

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If you prefer a highly seasoned sauce, increase amount of Tabasco and add mustard and Worcestershire sauce.

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TOP PRODUCING TEAM of (from left) Burt Lancaster, Harold Hecht and James Hill has released 12 non-flop movies, 10 of them starring Lancaster.

THE NEW HOLLYWOOD CONTINUED

United Artists will finance any type of producer, once it is satisfied with the "commercial appraisal" of his property and his ability to cast. It will work with him in juggling scripts, directors and stars until these essentials are brought into some sort of balance. It will work with the unalloyed businessman-producer. It will work with the "creative producer" like Stanley Kramer, who struggles with script, direction and acting. It will work with a director-producer like Otto Preminger, who recently completed Shaw's *Saint Joan* in London. It will work with a writer-director-producer like Billy Wilder, who has just finished *Love in the Afternoon* and is about to tackle *Witness for the Prosecution* with Marlene Dietrich, Charles Laughton and Tyrone Power. It will even finance an actor-producer.

"The Calamity Janes really took off after us on that one," says Arthur Krim, who, with Robert Benjamin, runs United Artists. "But who do you suppose brought his picture in furthest under the budget last year? *Frankie Sinatra*."

Another eye-catching new phenomenon is the independent producing firm of Hecht-Hill-Lancaster. This aggregation, originally formed by Harold Hecht, an ex-dancer turned agent, and Burt Lancaster, an ex-acrobat turned actor, today has Hollywood by the ears. As nearly as possible in a world which still needs a few production men and treasurers, H-H-L consists solely of Talent. After the independent production of a baker's dozen of pictures it has yet to have its first flop.

An 'offbeat' triumph

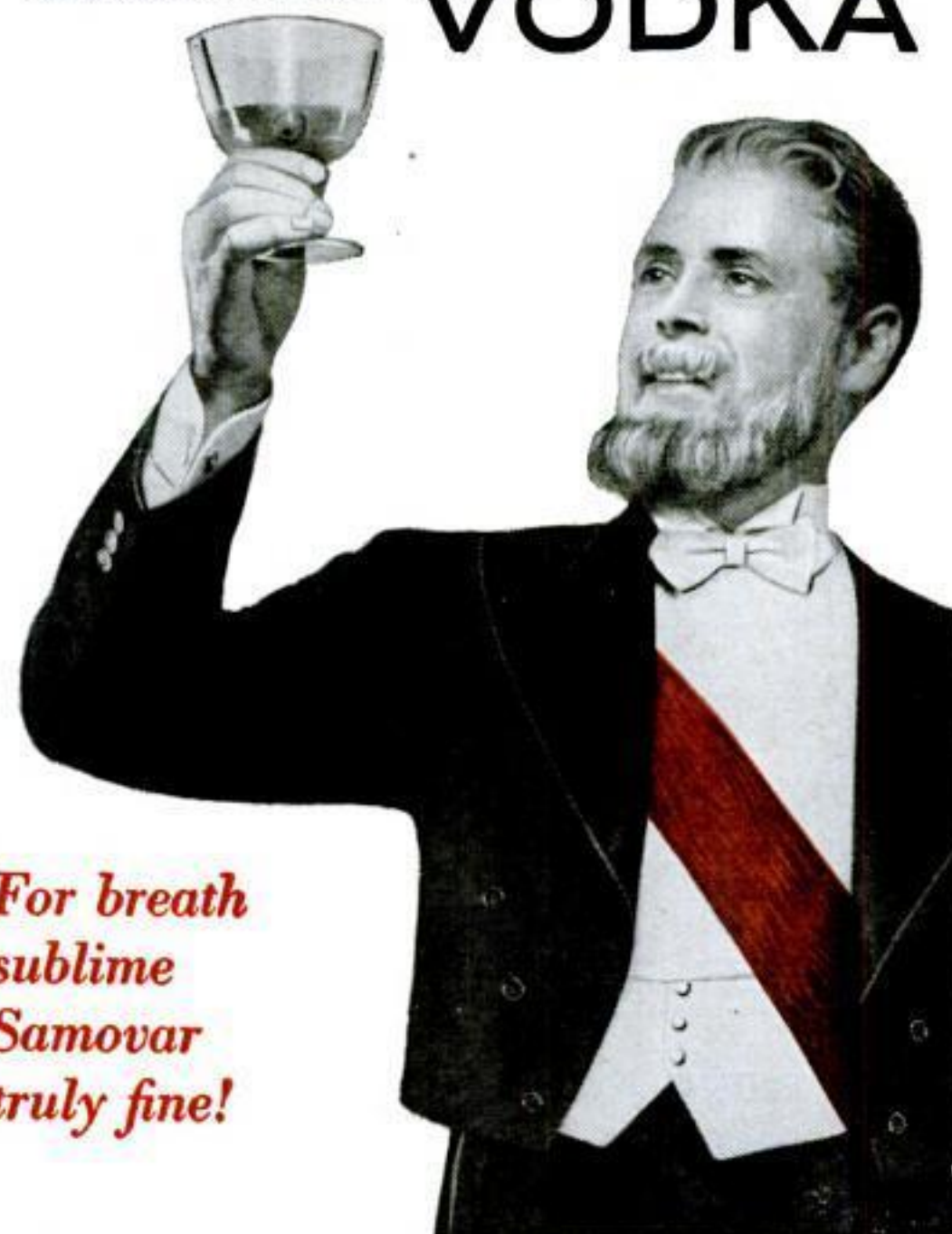
THE picture that first brought this wholly unconventional firm full into the light of national attention was *Marty*. It was an excellent small-budget picture made from exactly the kind of "off-beat" story that no major studio would have touched five years ago. It scored an instant success and won an Academy Award as the best picture of the year. Not only was *Marty* drawn from life rather than sliced from marshmallow, it was also a box office triumph that grossed better than 14 times its cost of production—the sort of commercial performance that would draw a condescending nod of approval even from Cecil B. DeMille. When H-H-L went on to make another smash with a big budget picture, *Trapeze* with Burt Lancaster in 1956, a lot of Hollywood began to think that this odd new firm—small, compact, maneuverable—had perhaps discovered the Fountain of Money. So far H-H-L has continued to bear out this conjecture: from its last five pictures preceding its current one, *The Bachelor Party*, it has so far grossed \$40 million on films that cost \$8 million to make. (They were also good pictures.) Whether H-H-L will get tied up in the hardening cement of past successes still remains to be seen.

A third phenomenon is Mike Todd. "In this business we're not competing for people's money," says this Chicago tough guy. "We're competing for their time. You got to *incite* 'em to come to the movies now." Todd incites them. He is both the producer of *Around the World in 80 Days* and in large measure its exhibitor too, leasing and remaking theaters to put on the kind of show he thinks is good. "I'm anti-exhibitor," Todd explains. "They been too rich too long. How do they pick managers for their theaters?"

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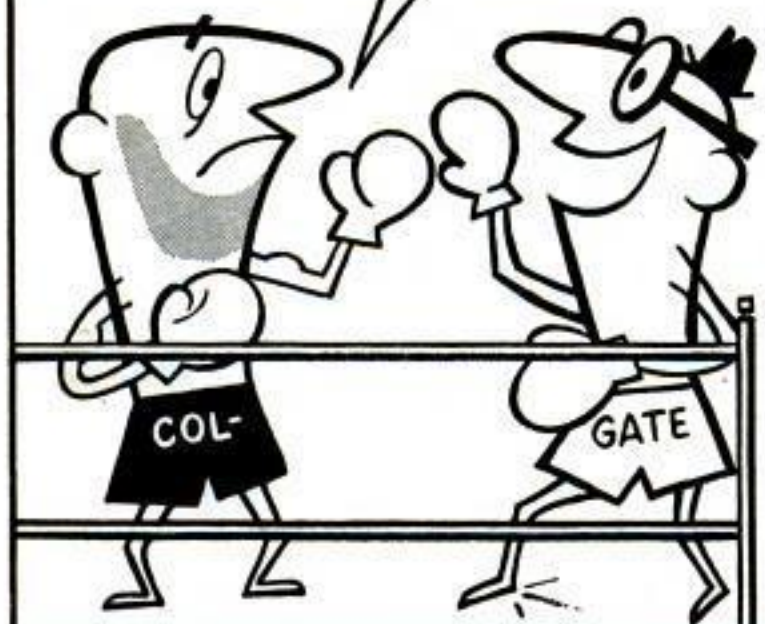
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THE NEW HOLLYWOOD CONTINUED

They line up the ushers and say, "Which one of you guys got a tuxedo?" First one that answers, he's the new manager." This is not the way Todd wants to see things done.

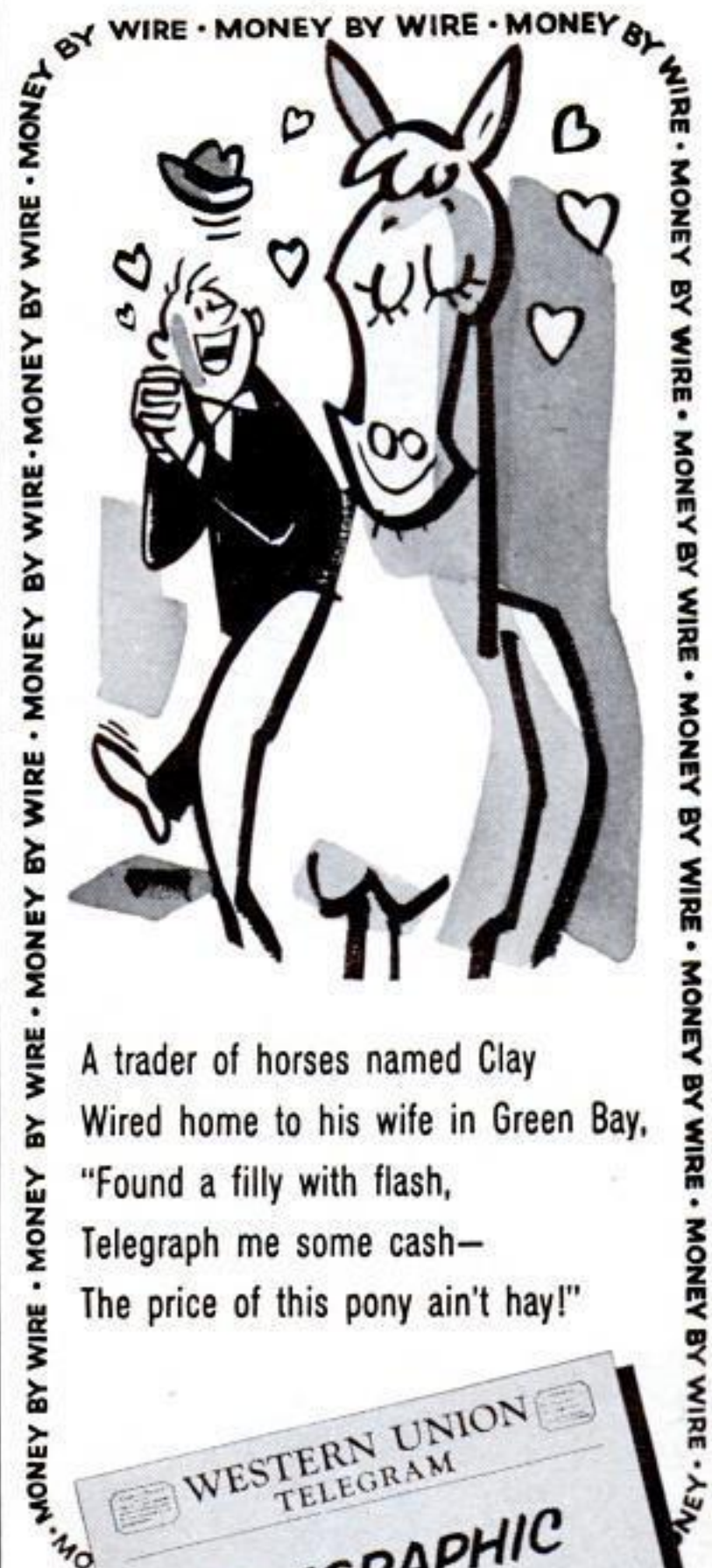
Into his future production plans he brings the same hoarse-voiced and arrogant impatience. His next picture will be *Don Quixote*. His casting so far: Fernandel for Don Quixote, Cantinflas for Sancho Panza. "What would they do here?" asks Mike, swinging an arm to indicate southern California. "Sign Cary Grant or Gary Cooper, maybe, for Don Quixote. They're both fine guys, but can you imagine what an egg that'd lay?" After *Don Quixote* is shot and promoted (with windmills, as *80 Days* was promoted with balloons) Todd will move on to the life of Toscanini, to which he holds the rights. "While I'm doing it," he says, "I'll shoot 12 La Scala operas, just for insurance."

Perhaps the most un-Hollywoodlike phenomenon of all in the New Hollywood is the movies' onetime greatest enemy, television. Having initially reacted to TV with fear and revulsion, Hollywood now regards it as an economic savior, or at least as an economic balance wheel. With only 300 full-length features being made in Hollywood now (as opposed to some 700 in the 1920s), there would be a catastrophic overabundance of facilities, equipment and labor if television-on-film had not come in to take up the slack. Desilu Productions, which did not even exist six years ago, now shoots more film on behalf of *I Love Lucy* and other TV gold mines than MGM does on traditional movies.

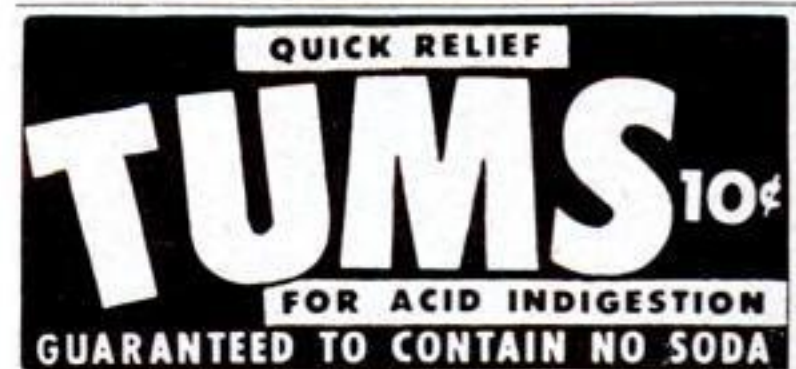
Pell mell for TV

THERE is not a major studio in Hollywood that is not now engaged pell mell in the production of films for TV, all of them following the early lead of Columbia Pictures, which established itself with a TV subsidiary, Screen Gems, five years ago. Even MGM is now in the act. Were it not for the TV films, including commercials, that the studios are now turning out in such profusion, there would be unemployment and distress in the film colony starting just below the level of the top stars. The head of one major studio boasts, if that is the word, that within three to five years the profitability of making films for television in his studio will exceed the profitability of making feature pictures.

The more Hollywood turns its attention to TV films, the more excited some members of the movie industry become about the idea of "pay television." The thoughts of many box office enthusiasts have not jelled beyond the point of musing that this spring 25 million TV sets were tuned to the CBS presentation of the Rodgers and Hammerstein version of *Cinderella*. Suppose each viewer had had to pay a mere two bits to see it instead of getting it free. Holy smoke, says Hollywood, that's over \$6 million in one evening—and no distribution costs!



A trader of horses named Clay
Wired home to his wife in Green Bay,
"Found a filly with flash,
Telegraph me some cash—
The price of this pony ain't hay!"



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BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

THE NEW HOLLYWOOD CONTINUED

But pay television is a subject of the most enormous contentions, so full of bugs and booby traps that it is best not thought of as a present possibility at all. The movie producer does not dare declare himself for it unless he can figure out a way to get his beleaguered exhibitor into the new economic stream it would create. The broadcasting networks, with power and logic, are ranged against it to the death. The Federal Communications Commission, which will have the eventual power to decide what is going to be done about it, may spend the next decade just wondering. Movie Producer Eddie Small, always a realist, meanwhile asks the tough question: "Suppose we spent \$4 million on a new production for pay TV—and nobody put a quarter in the slot?"

Is nothing, then, as it used to be in the Old Hollywood? Is it all gone forever? By no means. The old ladies on their camp stools along Sunset Boulevard still hawk their maps to the tourists, advertising "Maps with 300 Stars' Homes." The maps are up to date, even including "last home of Humphrey Bogart." Another fine 100% Hollywood note is provided by the afternoon newsboy following his paper route along the curving residential elegances of Beverly Hills. He flings his neatly folded newspapers with a practiced hand onto the well-barbered lawns, and the only reason you know for sure you are not in Larchmont, N.Y. is that his conveyance is not a bicycle or a wagon but an apple-green English Austin-Healey sports roadster. Nor are the relics of the past limited to the fringes of Hollywood life. There are still a few signs of the old flamboyance. There is still a Directorial Pooh-Bah in Cecil B. DeMille, now 75 but secure in the knowledge that his current rendering of *The Ten Commandments* is making a lot more money than his earlier, soundless version ever did. And there is still the Oldest Living Independent—Sam Goldwyn, now 72, who after long inactivity is tooling up to make *Porgy and Bess*.

The revolution has somehow not hurt established values too much. Cadillac sales may be down a little, but the Chrysler Imperial and the Rolls-Royce are much seen, and the Ford Thunderbird is in plentiful supply. The Hollywood community is still openhanded in displaying equally its joys and its sorrows. Only the agent shrinks from any public display or comment. Whether he is Bert Allenberg in the modernistic magnificence of the William Morris Agency or Lew Wasserman in the re-creation of Mount Vernon which is the Music Corporation of America, he does not want to talk. Specifically, he does not want to talk about the New Hollywood. He is too busy devising ways to make it newer still, preferably before tomorrow morning.



THE OLD FLAMBOYANCE still survives in the person of Cecil B. DeMille, whose 1956 extravaganza, *The Ten Commandments* (above), cost \$13.5 million, most expensive movie in Hollywood's—and DeMille's—history. DeMille shares revenues which are expected to run between \$50 and \$70 million.

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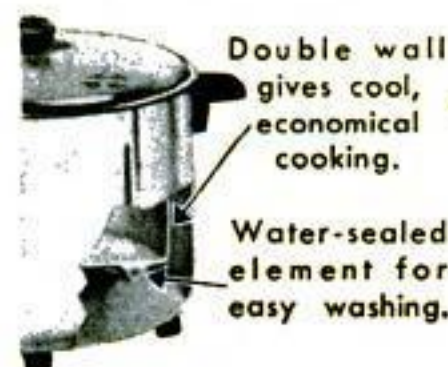
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Governor-general gives a royal-style ball in Ottawa

As Queen Elizabeth's representative, Governor-General Vincent Massey gives her "royal assent" to bills passed by the Canadian parliament. He also, as the queen's agent, gives the most exclusive annual party in all of Canada. To entertain the 1,600 guests—including the ambassadors, supreme court justices and cabinet ministers in Canada—Governor-General Massey gives two identical balls a week apart. They are held at Government House, Massey's residence in Ottawa.

These pictures show the first ball. It began promptly at 9:30 p.m. when the chief of protocol presented Ambassador from the Netherlands A. H. Lovink, dean of the diplomatic corps. For 45 minutes guests filed past the governor-general, who received ladies' curtsies and men's bows. Then the dancing began and supper with champagne was served. At 1 a.m. a roll of the drums introduced the playing of *God Save the Queen* and *O Canada!* after which Governor-General Massey bowed his way out of the ballroom and, with the ball over, could look forward to a duplicate evening one week later.



DIPLOMATIC DANCERS, A. H. Lovink, dean of corps, and Mrs. Bibica-Rosetti, Greek ambassador's wife, waltz.

COUPLES DANCE IN BALLROOM UNDER CHANDELIER MADE OF 12,650 PIECES OF CRYSTAL →



CONTINUED



IN RECEIVING LINE Massey, wearing Bailiffs Grand Cross decoration for public service and flanked by his aide, greets Mrs. Michael Sakellaropoulo.



AT BUFFET TABLES host and Mrs. Lovink inspect some of the dishes offered. Guests ate all the food, which included lobster, chicken and salmon.

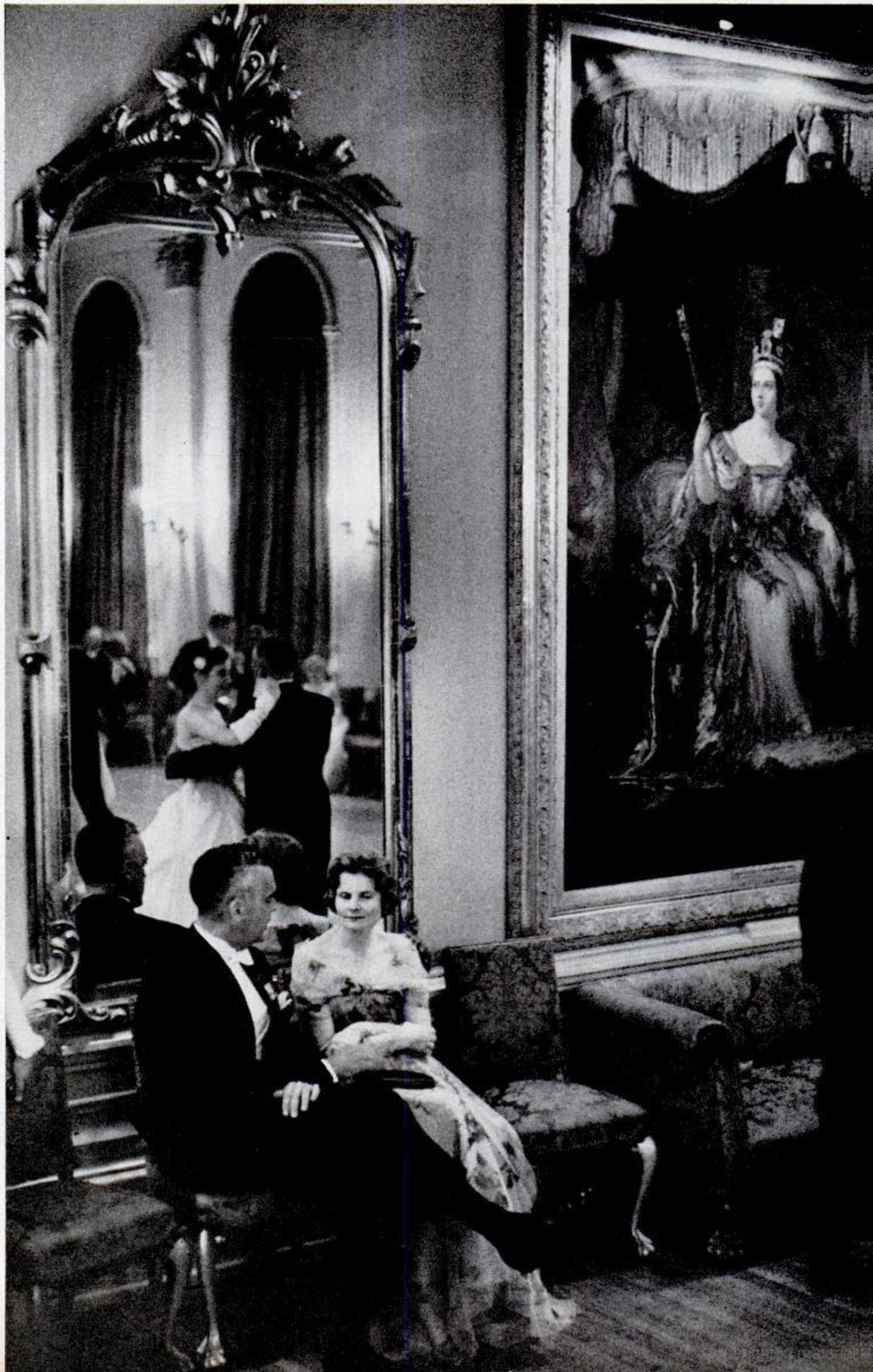
BETWEEN DANCES Lady Eden, Robert Southam sit near a portrait of young Queen Victoria. Sir Anthony was not yet well enough to attend party.



PRESUPPER TALK engages Sir Saville Garner (left), high commissioner for the United Kingdom, Maurice Lamontagne (center) and Ernest Côté.



LIVELY LECTURE by Robert Hyndman amuses Muguette Devaye-Brunet and escort, Major W. H. Pope, whose father is a former ambassador to Spain.





A COMMON TOUCH FOR ROYALTY

"If you can . . . walk with Kings—nor lose the common touch . . . you'll be a Man, my son," claimed Rudyard Kipling in his popular poem "If." Begging Kipling's leave, this quote could apply to LIFE Photographer Nina Leen, who happens to be a woman.

For in her 17 years as a LIFE photographer, Nina has certainly demonstrated a common touch. Her pictures betray her frank fondness for dogs and strays, kids and everyday people. (Remember this one of Lucky, the famous foundling pup, in LIFE, May 16, 1955?)

But in the next two issues of LIFE, Nina Leen walks with kings; and with queens, princes and princesses, as she brings to LIFE's pages in full color two photographic essays on royalty. In Nina's pictures next week you'll meet Juliana of the Netherlands, Gustaf and Louise of Sweden, Frederik and Ingrid of Denmark, Paul and Frederika of Greece and other famous monarchs who have survived a world of social upheaval.

You'll see them in stately castles and in ceremonial splendor, at favorite hobbies and in quiet but royal family gatherings. It's a picture report you are sure to enjoy. And I am sure that the heady experience won't spoil Nina's common touch for all the future stories we'll want her to do on dogs and strays, kids and everyday people.

Complementing Nina's pictures will be a penetrating article on the status of royalty today by the noted historian, Lord David Cecil. Reading it, you will understand better a way of life puzzling to Americans but long preserved by monarch and subjects alike as a symbol of solidarity and tradition in a changing world.

ANDREW HEISKELL, *Publisher*





LAST BY A HARE

After the licking his ancestor took from the tortoise this hare should have run a smarter race. But at the De Kalb (Ill.) High School relays it was clear that he hadn't learned a thing. When it came time for the 100-yard

dash he was off dawdling around somewhere. He tore onto the field and sprinted down the track as the spectators urged him on. But when he crossed the finish he was last again. The others had crossed it before he started to run.



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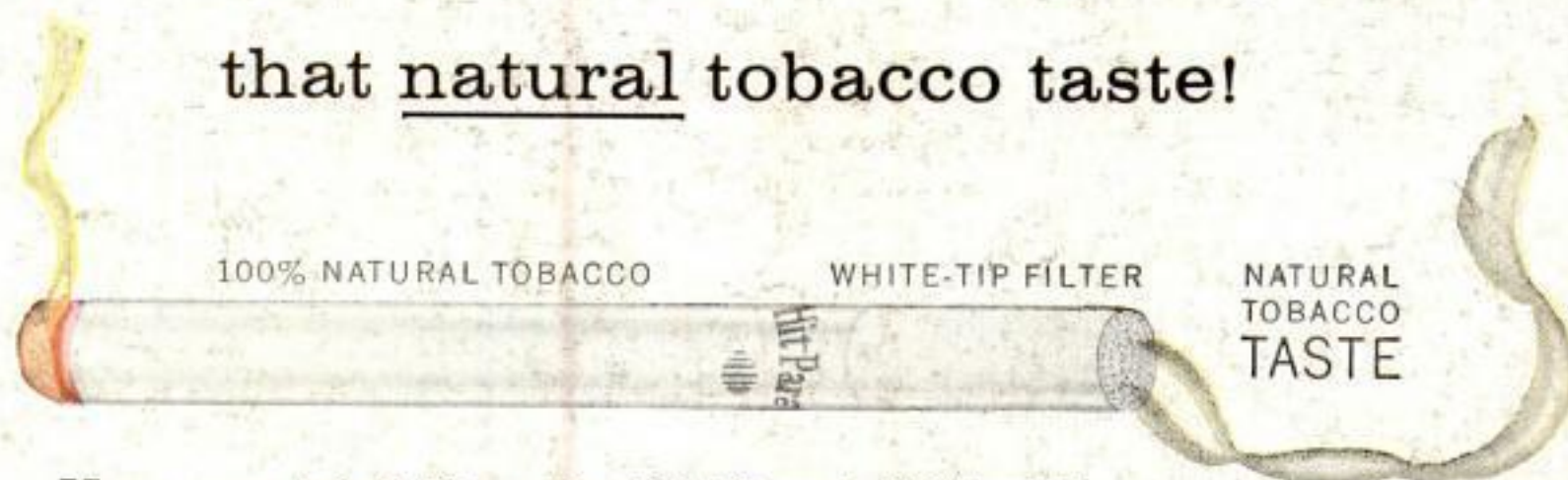
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